

Take the guessing
out of color matching

For free expert advice
on bathroom
decoration,
color combinations
and fixtures contact:



ANBAH TRADING
JEDDAH: 73565-76726
RIYADH: 27758

OL. IV NO. 191

Schlesinger not helping dollar, Blumenthal says

WASHINGTON, Feb. 9 (UPI) — U.S. Treasury Secretary W. Michael Blumenthal says pessimistic statement by Energy Secretary James Schlesinger about oil supplies is "kind of thing that causes investors to buy gold and abandon the dollar and other currencies."

Blumenthal's comment was made Thursday to the Senate

World leaders urge Bhutto's life saved

LONDON, Feb. 9 (Agencies) — World leaders have urged the Pakistani government to spare the life of former prime minister Zulfikar Ali Bhutto.

Soviet President Brezhnev has also made an appeal in a message which followed others from world leaders and asked Pakistani President Zia-ul-Haq to exercise clemency towards Bhutto, Tass said.

"The essence of the indictment is a purely internal matter for Pakistan, yet guided

Budget Committee, one day after Schlesinger had testified before the Senate Energy Committee about how the cutoff of Iranian oil is "prospectively more serious" than the 1973 oil embargo.

In the same breath, however, Schlesinger noted that U.S. ability to deal with a sharp reduction in oil supplies is much improved over 1973.



Michael Blumenthal

Blumenthal, proclaiming that the Carter administration's program to shore up the dollar abroad is working, was asked by Senator Pete Domenici, Republican-New Mexico, to explain why foreign investors seem to be interpreting the economic signals differently.

The sources said the Pope's message was sent three days ago and added that the Vatican had received no reply.

They said the Pope based his plea on humanitarian grounds.



MOTOR SHOW: The Mayor of Jeddah, Mohammed Saad bin, opened Thursday the first motor show ever to be held in Saudi Arabia. Picture shows the mayor with the organizers of the show M. Al Harith and Nadiem Barraj of Sport Auto. More pictures on page 5

AL-AJAMI RESTAURANTS

BEIRUT, AL HAMRA, RAMLEH
EL-BAYDA, ROUCHE ESTABLISHED
IN 1920. AWARDED THE MEDAL OF MERIT

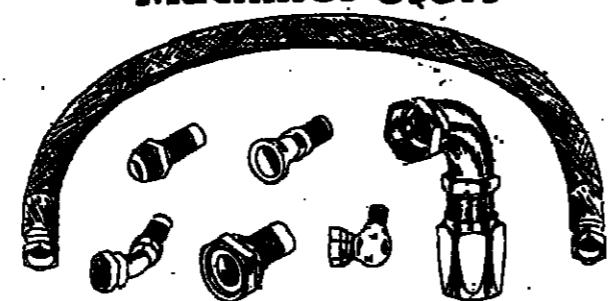
VERY SOON
THE OPENING OF OUR NEW BRANCH
IN THE
KINGDOM OF
SAUDI ARABIA - RIYADH

TAKE AWAY
DAILY PLATE, A VARIETY OF SANDWICHES,
NEW AND ORIGINAL METHODS IN TAKE AWAY
FOOD, A VARIETY OF DIFFERENT ICE-CREAM
FLAVORS, A VARIETY OF ORIENTAL AND
EUROPEAN DESSERTS.

SITTEEN STREET-FACING AL-MALAZ
GARDEN-TEL. 478-4558-478-4680



Good News for Hydraulic Machines Users



We stock and manufacture all types of
hydraulic hoses with American Metric and
British threads.

Over 70,000 types available in stock.

The Saudi Company
for Equipment & Spares

Kilo 3, Mecca Road, Opp. Ministry of Commerce, Jeddah
Tel: 74448-72582 P.O. Box 6246
Telex: 401331 ABIRCO SJ

arab news

saudi research and marketing company

SATURDAY 10 FEBRUARY 1979 • JEDDAH • 13 RA BUL AWAL 1399 A. H.

Fresh Always

**BULK & BAG
CEMENT**
ROLACO

TEL: JEDDAH: 51857-54199
DAMMAM: 221555
RIYADH: 67200

TWELVE PAGES — ONE RIYAL

Ministerial meeting organized

Rusk sees U.S.-Israel strains

ATHENS, Ga., Feb. 9 (AP) — Former Secretary of State Dean Rusk predicts further American tensions with Israel and possibly with Egypt before any peace treaty is concluded.

Rusk, who celebrated his 70th birthday Friday, said his historic American ties with Israel should not bind American policy in the quest for a settlement.

"Israel has demonstrated that it is not a satellite of the United States," Rusk said in an interview. "But it is equally important that the United States is not a satellite of Israel."

Meanwhile, Egypt accepted an American invitation Thursday to take part in ministerial-level peace talks aimed at breaking the deadlock with Israel. Israel is expected to agree to attend the talks, which will probably be at Camp David, Maryland, later this month.

Egyptian Foreign Minister Mustafa Khalil and Israeli

Foreign Minister Moshe Dayan will probably meet Secretary of State Cyrus Vance.

President Anwar Sadat accepted the invitation delivered in Cairo by American Ambassador Herman Elts. The Israeli cabinet met to consider the invitation, but put off a decision until its regular meeting Sunday.

Israeli officials said Dayan

would almost certainly attend the talks. They said the date and place of the meeting will not be disclosed until Israel announces whether it will attend.

They told reporters Thursday they could not predict whether a ministerial meeting at Camp David could lead to another summit of the type held by President Jimmy Carter, Sadat and Prime Minister Menachem Begin there last autumn.

But Israeli officials cautioned against high expectations from the planned further round of talks. They said Israeli govern-

ment teams were drawing up position papers to be presented at the meeting.

"But if Egypt does not agree to compromise on the disputed provisions in the proposed peace treaty, there won't be any progress," one official said.

Another official said that if Egypt did not modify its position there would be no alternative but to call a summit meeting between Carter, Sadat and Begin.

Another said the chief stumbling block remained Egypt's insistence on linking the proposed bilateral treaty with future developments in the occupied West Bank and Gaza Strip.

The official agreed with Egypt's acting Foreign Minister Boutros Boutros Ghali, who told the Egyptian Parliament's Foreign Relations Committee on Tuesday that the differences with Israel were "profound and political" and not simply technical or legalistic.

Islamic military cooperation vital, Egyptian general says

LONDON, Feb. 9 (SPA) — Maj.-Gen. Bahiuddin Barakat of Egypt has stressed the importance of military cooperation among Islamic countries at the fifth meeting of the Islamic Conference on Defense here.

He said Thursday it was important because no one country alone was powerful enough. An integrated force would be a deterrent.

Barakat said modern warfare necessitated the establish-

ment of military centers in distant regions, which could not be achieved by a single state. Cooperation could provide strength.

Most Islamic countries were incapable of obtaining sophisticated weapons, while those that could faced the difficulty of being committed to one supplier. The development of an arms industry in the Islamic world seemed a fundamental answer.

Barakat stressed that alongside an arms industry it was

essential to set up a network of communications for a flexible and efficient movement.

He said that Islamic countries must possess enough technology to minimize dependence on foreign sources.

Barakat suggested military perfection in three stages. In the first, the occupied territories must be restored. Then must follow a reorganization of the armed forces. Then there should be actual integration of the Islamic armed forces.

He also said that the Shah of Iran is keeping a high profile in such countries as Afghanistan, South Yemen and Ethiopia.

He also denied a Lebanese magazine report that he would soon resign as ambassador.

"I'm delighted to say that rumor is one I can squelch with complete honesty," he said.



Harold Brown

ty position of the U.S. government, and the State Department and the White House have said they do not reflect the friendly relationship between the U.S. and Saudi Arabia," West said.

On other topics, West said the U.S. is continuing to fight the decline of the dollar in world money markets, has no plans to intervene in any Iranian civil war, and added that Iranian Prime Minister Shapour Bakhtiar, "has my sympathy."

He also denied a Lebanese magazine report that he would soon resign as ambassador.

"I'm delighted to say that rumor is one I can squelch with complete honesty," he said.

South Yemen airport under siege — Sanaa

SANA, Feb. 9 (R) — Guerrillas are besieging South Yemen's second biggest airport, North Yemen said Thursday night.

Sanaa radio said an undisclosed number of officers and soldiers had mutinied and joined the Yemen Unity Forces (YUF) fighting South Yemen's Marxist government.

It quoted a YUF statement as saying Belan military airport second most important after Aden, was under siege and that passenger and commercial planes were unable to land.

The statement also said YUF anti-aircraft guns had shot down a South Yemeni MiG-17 plane but it did not say where or when.

Australia, Saudi Arabia may sign trade agreement

RIYADH, Feb. 9 (SPA) — The deputy premier of Australia said Friday his talks with Saudi officials will deal with increasing cooperation in trade, agriculture, medical care, and energy and might result in the signing of a trade and technical cooperation agreement.

John Douglas Anthony who is also his country's minister of commerce and minerals said upon arrival here on an official visit that the climatic and geographical similarities between the two countries will help considerably in fostering cooperation between them.

Welcoming him, Commerce

not return. You (the loyalist generals) will not return to positions of power held by."

Bazargan, a longtime human rights activist, assailed Thursday's violence in the northeastern city of Gorgan where nine persons were reported dead and 26 others wounded in clashes between pro-Khomeini demonstrators and security forces.

According to the Pars News Agency, the flareup occurred following the killing of a policeman whose body was "hung from tree."

Pars said three other persons were killed in clashes between pro and anti-government demonstrators in the western town of Harsin, near Kerman-shah.

"It is not the people who should be expected to be kind to the army," Bazargan said, "It is the army who should avoid such ... savage and unprecedented actions."

As Bazargan spoke some 20,000 Bakhtiar supporters filled the Amjadieh Soccer Stadium nearby to demonstrate for Bakhtiar and the Shah. At least 10 uniformed soldiers with Iranian flags were seen in the crowd.

THE FAMOUS HEUGA TILES FOR OFFICES AND PUBLIC AREAS

WARDEH
SALEHIYA EST.

TELEVISION ST.
RIYADH
PHONE 32208
33202 33201

Algosaibi announces

Kingdom to buy 20% share in Bahrain aluminium plant

By a Staff Reporter

JEDDAH, Jan. 9 — Gulf industrial cooperation through joint ventures took a step forward in Manama Tuesday with a Saudi decision to take an equity position in a Bahrain aluminium plant.

Speaking after a meeting here with Bahrain Minister of Development and Industry Yusuf Shirawi, Saudi Minister of Industry and Electricity Dr. Ghazi Algosaibi said that the Kingdom had decided to purchase a 20 per cent stake in the Aluminium Bahrain (Alba) smelter.

Opened in 1971 as Bahrain's first major industrial project, the smelter is a joint venture of the Bahrain government, with 80 per cent, and two foreign firms. Alba recently announced plans to increase production by an additional 38 per cent to a total of 157,000 tons a year, and presumably the Saudi invest-

ment will help finance the installation of extra smelting capacity.

While provision for Saudi Arabia's own aluminium smelter, a 220,000-ton a year plant at Jubail, was included in the Second Five-Year Plan it now appears to have been relegated to a fairly low priority.

Saudi Arabian Basic Industries Corporation (Sabic) Executive Abdul Aziz Al-Zamil indicated recently that little progress was being made on the project because of the vicissitudes of world aluminium prices and because of production of other regional smelters.

Apart from the Alba plant, Dubai is to operate an 135,000-ton a year plant through Dubai Aluminium (Dubal).

Before departure for Bahrain, Dr. Algosaibi singled out aluminium smelting as a key area where Gulf duplication should be avoided.

He told reporters after a meeting here that international consultancy firms will be contracted to study four industrial projects in the zones.



LEAVES MEDINA: Iraqi Minister of Interior Izzat Ibrahim is seen off at Medina Airport by Deputy Governor Sheikh Saad Nasser Al-Sudairi and other senior officials Friday after a five-day visit during which Ibrahim signed a joint security agreement with Prince Naif, the Saudi minister.

Offers German know-how

Bonn chancellor sees farm minister

BONN, Feb. 9 (SPA) — West German Chancellor Helmut Schmidt Thursday received Minister of Agriculture and Water Dr. Abdell Rahman Al-Sheikh who arrived here Wednesday a five-day visit.

The talks covered cooperation in agriculture, research and desalination.

The Saudi minister held a series of meetings earlier with West German Minister of Research Volker Hauff and the Minister of Agriculture Josef Erdt on possible cooperation in the development of solar energy, agriculture and stock breeding.

The German side showed readiness to supply experts to Saudi Arabia and to train Saudis in German agricultural research and technological centers.

Earlier Thursday, Dr. Al-Sheikh paid a visit to the Central Marketing Board for agricultural products.

The minister had talks with representatives of the German food industry, and expressed special interest in dairy products.

Food experts accompanying the Saudi minister also reviewed with the board's secretary general marketing of agricultural products.

Panel to study extradition treaty

BAGHDAD, Feb. 9 (SPA) — A committee will be set up to work out draft amendments with Saudi Arabia for the agreement on the extradition of criminals, Iraqi Interior Minister Izzat Ibrahim said here Friday. The minister, who is also a member of the Iraqi Revolutionary Command Council, was addressing newsmen on his return from a five-day visit to Saudi Arabia and talks with Interior Minister Prince Naif.

17,580 girls at school in Jizan

JIZAN, Feb. 9 (SPA) — Women's education in Jizan Province now offers 74 primary, schools eight intermediate and one secondary school and two teachers' training institutes. Sheikh Issa Rudaif Shamakhi, director of women's education in Jizan, said Friday. Students now number 17,580 in all, he said. He added that there were also 74 women's literacy schools in the area with 3,000 students, in addition to a nursing school operated by the Health Ministry.

SR700,000 damage in warehouse fire

JEDDAH, Feb. 9 — Over SR700,000 of damage was done when fire gutted a warehouse at Kilo Four, Mecca Road here Wednesday, "Al-Bilad" newspaper reported Thursday. The fire at a canned fruit-juice warehouse owned by Saleh Mahfouz took 30 minutes to bring under control and a further hour to extinguish completely, Civil Defense officers said.

The local Radio and TV Training Center in Doha will coordinate training in the Gulf by preparing an annual training course for use by the member countries.

Gulf ministers approve smoother media control

RIYADH, Feb. 9 (SPA) — Information Minister Dr. Muhammad Abd Al-Yamani returned here Thursday evening from the fourth conference of Gulf information ministers which ended in Manama Thursday morning.

The conference agreed on a number of resolutions to streamline censorship of Gulf media and to improve television coverage in the Gulf through the equitable distribution of frequencies and improved training facilities. Other resolutions covered dealings between Gulf television bodies and foreign producers, a TV Code of ethics and moves to publicize Gulf attitudes to petroleum and development.

The ministers approved a proposal to establish offices at all Gulf airports to process foreign press material and to speed up censorship procedures. The offices will also provide telex facilities for the moving of press reports. At the same time, the ministers agreed to reduce freight on printed matter charged by Gulf airlines by 25 per cent.

Regarding the allocation of frequencies, which come up for world-wide review at an international conference later this year, the ministers approved a \$1.2 million agreement between the umbrella Gulf Television Authority and the International Telecommunications Union to study allocation of wavelengths for the region.

The authority will also arbitrate over interferences in VHF transmission and is to study revision of the UAF frequencies together with the Gulf Permanent Communications Committee.

The ministers formed a special committee to study assistance for the Arab Radio and TV Training Center in Damascus to cover Gulf requirements.

Southern tribes set dowry ceiling

KHAMIS MUSHAIT, Feb. 9 — The Badr Al-Jonub tribes in the south have agreed to limit dowries to SR10,000, tribal sheikh Yahya ibn Hamdan Al-Mohayraq told "Al-Jazirah" Friday.

The dowry, he said best suited the means of young men from the tribes and he called on tribes in neighboring areas to do likewise and "solve, once and for all the dowry problem."

PASSPORT LOST
American Passport No. F-19580 on 10.2.75 to Mr. John V. Whitehead has been lost. Finder please deliver it to American Embassy — Jeddah.

AT RIYADH: Australian Deputy Prime Minister John D.身子 Anthony is escorted from his aircraft at Riyadh Airport Friday by Commerce Minister Dr. Soliman A. Solaim (second from right). Story on page one.

MITSUBISHI ELECTRIC

a sign of dependability

IN AIRCONDITIONING AND REFRIGERATION,
MITSUBISHI MANUFACTURES A COMPLETE LINE
FROM ROOM AIRCONDITIONERS TO PACKAGED
CENTRIFUGAL CHILLERS.

AVAILABLE PACKAGE UNITS IN VARIETY OF MODELS.

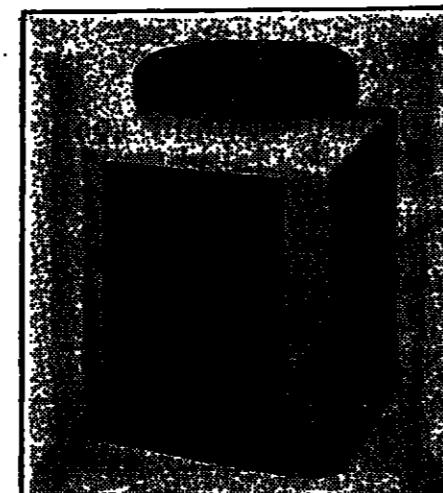


Fig. 1 Model PA-5A

FOR OUR UNITS, WE OFFER:

- * GUARANTEE
- * COMPETITIVE PRICES
- * EQUIPPED WORKSHOPS FACILITIES
- * FIRST YEARS FREE MAINTENANCE

FOR ANY ENQUIRY, CALL SOLE AGENTS:

Saudi Electronics Co.

WAZIR STREET, RUSSAIS BUILDING, RIYADH.

RIYADH TEL : 39192 P.O.BOX: 6214 JEDDAH TEL : 26858, 56704 P.O.PO: 6592
DAMMAM TEL : 28344 P.O.BOX: 2840 TELEX: 201676 ABAKER SJ

AVIS

RENT A CAR
Now in Riyadh
With largest fleet in Kingdom

Head Office
Al-Maliz 165 Salman Al-Farsi St, Tel: 63909

Branch
Al-Yamama Hotel Tel: 28200

Assad says peace should be decided at United Nations

DAMASCUS, Feb. 9 (AP) — President Hafez Assad has the way to keep the doors open for a political solution in the Middle East was to sum up the entire issue" to United Nations.

Speaking Thursday at a dinner honoring visiting Yugoslav President Tito, Assad said the was "the most capable and the most powerful body deal with this case."

But if things continue to go the way they are doing, it would mean closing ever the door for peace, he added.

Assad reminded Tito of his visit during his previous visit to Syria in 1974 that peace in the Middle East "requires an immediate Israeli withdrawal to pre-June 1967 lines and recognition of the state of the Palestinian people."

Israel border guard faces trial after injuring Palestinian youth

TEL AVIV, Feb. 9 (AP) — Israeli authorities will put on trial a border police trooper who broke the leg of a 17-year-old Palestinian youth during a fight in military government headquarters in Ramallah in the occupied West Bank, a spokesman has announced.

Mag Shimon Mendes said youth, Issa Riman of the Ramallah refugee camp, suffered a broken leg Wednesday when he fought with an unnamed trooper as he was being put into a detention cell.

The youth, who was transferred to Jerusalem's Hadassah hospital for treatment, was shot during disturbances which West Bank Palestinian students demonstrated drew rocks at Israeli veterans, the spokesman said.

The military commander Ramallah heard of the incident and reported it to the commander, who together with the border police commander decided to put the trooper on trial. Mendes said he could not say what specific charges the trooper

Prime Minister Menachem Begin and Israel's justice minister denied a report in the "Washington Post" charges that he was tortured while in custody.

Security forces were investigating the device, the police

replied.

Tito repeated these words, adding that "in the search for a comprehensive solution, one should not only be firm and determined, but should also adapt himself, while moving towards the objectives."

The main thing is that these objectives and their contents should never be placed under a question mark," Tito added.

Diplomatic sources here said the statements appeared to foreclose any possible mediation by Tito between President Anwar Sadat and the Arab opponents of his peace moves with Israel. Syria is the leader of the anti-Sadat Arab Rejection Front.

Assad welcomed Tito at the airport earlier in the day when he arrived from Baghdad on

the third leg of his current four-nation Mideast tour. He has already visited Kuwait, and is scheduled to fly to Amman Sunday for talks with King Hussein.

Tito is seeking support for his country at the non-aligned meeting in Havana in September. The Yugoslav media have hinted that he is also trying to mediate between Sadat and his Arab opponents.

Tito was sworn in Friday.

Benjedid, a hero of Algeria's guerrilla war against French colonial rule, commanded the Oran military region before an NLF congress chose him for the presidency last month.

He is expected to follow Benmединne in domestic and foreign policies.

One of Benjedid's first tasks will be to form a government.

He is expected to appoint both a prime minister and a defense minister, posts which

President Assad

were killed in a clash with Palestinian commandos and four Norwegians died in a helicopter crash while trying to evacuate Fijian wounded.

Spokesman Rudolf Stajduhar said Urquhart was traveling on behalf of Secretary-General Kurt Waldheim who is instructed by the Security Council to work out with Lebanon a program for restoration of Lebanese authority in the area.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

UN officials have complained that although Israel has withdrawn, its continued support for Lebanese rightist militias in the area has barred U.N. forces from patrolling their assigned area and preventing continued clashes between the rightists and Palestinian commandos.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

UN officials have complained that although Israel has withdrawn, its continued support for Lebanese rightist militias in the area has barred U.N. forces from patrolling their assigned area and preventing continued clashes between the rightists and Palestinian commandos.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.

He was also to discuss with all concerned the current situation regarding the peace-keeping force, known as the United Nations Interim Force in Lebanon.</

Carter calls in officials in attempt to stifle leaks

WASHINGTON Feb. 9 (AP) — President Carter, disturbed by news reports he believes gave an inaccurate picture of administration activities, has formally cautioned key advisers to be careful what they say to reporters.

Carter expressed himself to top State Department officials and his own foreign and domestic policy assistants in a series of at least three recent unannounced meetings.

The sessions were disclosed by White House Press Secretary Judy Powell on Thursday.

Powell said the president told his advisers "that those of us in responsible positions

ought to be very careful about making public comments which could contribute to a misapprehension about what our policy was with regard to matters of importance."

Powell said it is a "vexing sort of thing" to reconcile the two sometimes conflicting goals of conducting an open administration while seeking to avoid news reports that make "national policy less likely to succeed."

Powell said Carter did not blame the reports on inventions by reporters, but believes almost all of them stem from comments by his subordinates.

The president was reported to have added that "in any

case, the one thing we (in the administration) couldn't do anything about was how you (reporters) all did your job, but the thing we could do something about was how we did ours."

Carter, it was understood, called in top State Department officials in an effort to halt what he considers unhelpful comments about dissent from administration foreign policy.

Some of the stories have dealt with differences of opinion between Secretary of State Cyrus Vance and Zbigniew Brzezinski, the president's national security adviser, on such matters as policy toward the Soviet Union and China.

Meanwhile, the American public's rating of Carter's work has sunk almost to the lowest levels of his administration in the wake of the turmoil in Iran and the lack of a peace pact in the Middle East, a new Associated Press-NBC News poll shows.

A significant part of the drop for Carter—eight points since December — came among members of his Democratic Party.

Veteran Tartar dissident said detained in Tashkent

MOSCOW, Feb. 9 (R) — Soviet police arrested veteran Tartar activist Mustafa Dzhemilov Thursday and charged him with violating probation by trying to leave his home city of Tashkent, dissident leader Andrei Sakharov said.

Sakharov told Western reporters that Dzhemilov, who has served a total of eight years in labor camp in connection with his dissident activities, was summoned to a police station and detained after he had tried to board a plane to Moscow.

In a statement which reached foreign reporters Wednesday, Dzhemilov said he was renouncing his Soviet citizenship and applying to emigrate to the United States because of continual police action against him.

He has been under probation since his release from a two-year camp term for anti-

Soviet slander in December 1977. Dzhemilov has spent most of his adult life campaigning for the rights of the Crimean Tartars who were deported to Central Asia during World War II for alleged collaboration under the Nazi occupation.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Meanwhile, the government newspaper "Izvestia" reported

Thursday seven people were killed and 37 injured by a bombing on Moscow's subway in January, 1977. It was the first detailed official account of the incident.

No casualty figure had previously been published in the Soviet Union, although eye-

witnesses told Western cor-

respondents at the time that they

saw at least four dead.

According to activists, the authorities are still preventing most Tartars from returning to their homeland.

Saudi Arabia's first Motor Show

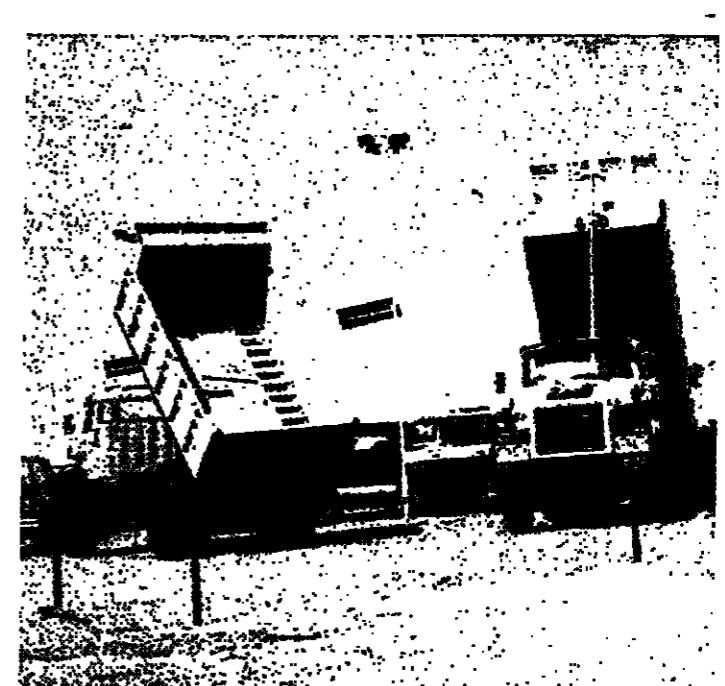


MOTOR SHOW: Cars and other vehicles exhibited at the motor show by some of the 37 international manufacturers. The cars ranged from the latest Rolls Royce Corniche to the Mitsubishi Galant pick-up which was made specially with Saudi Arabia in mind.

The show, which will be open until Feb. 23, represents a number of car dealers, the country's only bus manufacturing plant Petromin, and many others. Saudi, the national carrier put on show the racing car that it has financed for Alan Jones and Chay Regan to drive.

The show was held inside an inflated hall while many of the larger equipment, like cranes and shovels were placed outside it.

A few thousand visitors thronged the hall and show grounds on the opening night.



NOT A NEW NAME IN THE WORLD OF ALUMINIUM BUT A CHANGE IN THE SIGN THAT REPRESENTS "QUALITY ALUMINIUM PRODUCTS"



Aluminium Products Co. Ltd

IN LINE WITH THEIR POLICY OF CONTINUAL IMPROVEMENT TO THEIR PRODUCTS, QUALITY AND SERVICE, TAKE PLEASURE IN INTRODUCING YOU TO THEIR "NEW LOGO" WHICH REPRESENTS THEIR ABILITY TO OFFER THE VERY BEST IN PRODUCTS, SERVICE AND RELIABILITY UPON WHICH 'ALUPCO' HAS NOW SUCCESSFULLY BUILT ITS REPUTATION.

CONTACT THE ALUPCO SALES DIVISION NOW FOR ALL YOUR REQUIREMENTS OF:

- * ALUMINIUM SLIDING DOORS AND WINDOWS
- * TOP & BOTTOM PIVOTING WINDOWS.
- * SIDE HINGED WINDOWS
- * SINGLE AND DOUBLE WING DOORS.
- * ENTRANCE UNITS AND SHOPFRONTS.
- * BALCONY, STAIRCASE AND HANDRAILING.



IN FACT ANYTHING
THAT CONSISTS OF
ALUMINIUM AND GLASS
ALUPCO
WILL ALWAYS BE OF
ASSISTANCE

"ALUPCO" IS THE ONLY EXTRUDER
AND ANODISER IN THE KINGDOM OF
SAUDI ARABIA TO OFFER HIGH
QUALITY EXTRUDED AND ANODISED
PROFILES TO SUIT ALL YOUR
REQUIREMENTS AVAILABLE IN NATURAL
ANODISED AND SPECIALISED BRONZE AND
OTHER COLOUR FINISHES.

FOR THE VERY BEST IN ALUMINIUM SEE THE
SIGN THAT REPRESENTS "THE HIGH QUALITY
ARCHITECTURAL ALUMINIUM"



THE ALUMINIUM PRODUCTS CO., LTD. P.O. BOX 2080, DAMMAM.
TEL: DAMMAM 24934 - 20789 - 29847 - 20934.
TELEX: 601148 ALUPCO SJ. 601271 ALPROD SJ.



arab news

SAUDI ARABIA'S FIRST ENGLISH LANGUAGE DAILY
saudi research and marketing company

THE ARAB NEWS IS A POLITICAL AND FINANCIAL NEWSPAPER
Chairman & Director General HISHAM A. HAFIZ
Editor in Chief MOHAMMAD A. HAFIZ
Senior Editor AS. TADROS
Managing Editor FAROUK LUQMAN
Asst. Gen. Manager ROBERT JUREIDINI

MAIN OFFICE: ARAB NEWS BUILDING OFF SHARAFIA, P.O. BOX 4556
TEL: 34882-26705-30213 CABLE: MARADNEWS
TELEX: 401570 ARANews SJ JEDDAH
RIYADH OFFICE: AL BATHA STREET, AL RAJHI BUILDING NO. 2, 4TH FLOOR,
APT 210, P.O. BOX 478 TEL: 362272 TELEX: 201680, CABLE: ARANews
TELEX: 201680 MARAD SJ
EASTERN REGION OFFICE: 8 PRINCE MOHAMMAD ST. NEAR JUFFALI
SHOWROOM, ALKHOBAR, CABLE: ARANews P.O. BOX 671, TEL: 42891
MIDDLE EAST OFFICES: EGYPT: 31 JAZIRAT AL ARAB STREET, MADINAT
ALMOHANDASEEN, ALEXANDRIA, CAIRO TEL: 51988
LEBANON: SAMAYAN EL GHANEM BLDG, P.O. BOX 8886
BEIRUT, LEBANON TEL: 547090 TELEX: 20249
LONDON OFFICE: 67 GOUGH SQUARE, FLEET STREET,
LONDON EC4 4A 30 J. TEL: 363-44734/5/6 TELEX: 899278 ARANews
EUROPEAN OFFICES: SWITZERLAND: 9 PLACE DU MOLARD, GENEVA,
SWITZERLAND, TEL: 2117111 TELEX: 286005 SARE P.O. BOX 785 1211 GENEVA
THE NETHERLANDS: MIDDLE EAST MANAGEMENT 6 V,
PRAG PLANTSOEN 18, HAARLEM TEL: 023-343668 TELEX: 71193
U.S. OFFICES: HOUSTON: 2100 WEST LOOP SOUTH, SUITE 1850
HOUSTON, TEXAS 77027 TEL: (713) 561-0245
TELEX: 790009 ARANews HOU
WASHINGTON, D.C. 20045 PRESS BUILDING
WASHINGTON, D.C. 20045 TEL: (202) 688-7163, TELEX: 440688 SAUDI UI
JAPAN OFFICE: SABA 212.10, TSURUMI, YOKOHAMA, JAPAN
TEL: (045) 573-6815 TELEX: 47885 UMULQURA, CABLE: UMULQURA

ANNUAL SUBSCRIPTION: SR 350 AIRMAIL, POSTAGE INCLUDED
INTERNATIONALS 150 AIRMAIL, POSTAGE INCLUDED
Printed at Al-Madinah Printing and Publishing Co., Jeddah.

AGONIZING REAPPRAISAL

The visit of the U.S. Defense Secretary Harold Brown to the region at this time highlights the anxiety of the U.S. administration at the turn of events, in what has been described as the "crescent of crisis", stretching from Afghanistan to the Horn of Africa.

For the United States, the imminent fall of the Shah can be a terrible blow and it seems unlikely that he will be replaced by anything approaching a pro-Western regime in Tehran.

At best, any new government in Iran would be neutral in conflicts between the two superpowers for obvious reasons. Afghanistan is now firmly in the Soviet orbit, having sealed its Moscow-oriented policy with a friendship treaty that means a lot more than just friendly relations. Ethiopia is equally ensnared by the Soviet Union which helped it regain the Ogaden and Eritrea.

Meanwhile the United States sat on the fence tantalizing Somalia with military and economic assistance so long that the Somalis have decided to mend fences with the Soviet Union once more.

Further south, at the mouth of the Red Sea, South Yemen prides itself on being the staunchest ally of the Soviet Union in the Arab world and shows no indication of moderating its policies with regard to North Yemen or to the neighboring sultanate of Oman. It still sponsors a liberation front that aims at overthrowing the regime in Muscat and the rest of the Gulf. Oman is, therefore, particularly in need of firm assurances that it would not be left in the lurch in the event of another onslaught on its southern region of Dhofar now that Iranian troops have been withdrawn or are about to go.

The remaining states that consider the United States a friend or, at least prefer it to any other, are worried not so much by what may happen inside them, for they are pretty secure, but by what may come from outside in the form of subversion or outright aggression disguised as "popular fronts" for their "liberation."

Cambodia is a shocking example of what aggression wearing "popular front" jackets can do.

These states do not want a security pact with the United States as much as an unflagging U.S. determination to stand by them in the event of foreign aggression or foreign-supported subversion. This will not be easy since the United States is severely handicapped by its failure to persuade Israel to give up the occupied Arab lands and find an honorable solution for the Palestinian problem.

Brown's visit, then, comes at a time of heightened tensions throughout the area. And it will be an occasion for some agonizing reappraisals — from both sides. Few would envy him the task he faces.

ONE STEP FORWARD

One of the first steps towards a more meaningful industrial coordination among the Arab states of the Gulf was taken this week when Saudi Arabia's minister of industry and electricity signed an agreement to buy 20 per cent of the state owned Bahrain aluminium company, Alba.

Speaking on the occasion, Dr. Al-Gosaibi said that the agreement sprang from a sincere desire to embark on a practical program of industrial cooperation in the region.

Saudi Arabia thus takes a leading step in the direction of rationalizing the industrial development schemes of the region which has suffered in the past from a plethora of identical plans and projects that only succeeded in competing with each other, and entailed the expenditure of huge funds that could have gone into better pursuits. It was for this reason that seven Gulf states set up in 1975 the Gulf Organization for Industrial Consulting to study the various industrial plans of the member states and advise on their feasibility in the context of the whole region.

There are many instances of wasteful use of resources that arose out of a highly restricted view of what constitutes national interest which, it is hoped, will have now been relegated in the interest of the region as a whole.

India's northeast

By Granville Watts
afflicting the northeast

GAUHATI, India — India's sensitive northeast frontier region, an area of jungle-clad hills bordering China, Burma and Bangladesh, is again causing concern to the central government in New Delhi.

Home Minister H.M. Patel has just visited the troubled border between Nagaland and Assam where armed Nagas killed at least 50 people last month.

The incident arose from a long simmering row between the two states over disputed forest areas and followed a declaration by the Assam state government that land entitlement would be given to some non-Naga settlers in one of the forests.

In Manipur state, the privileges given tribals, such as non-payment of taxes, has produced a backlash among the plains people who have set up their own militant movement.

The two main insurgencies in the area are in Nagaland and Mizoram. — (R)



Brown on Mideast tour U.S. dependability

By Alan Cowell

BEIRUT —

U.S. Defense Secretary Harold Brown seems certain to face mounting Arab disenchantment with Washington when he begins a Middle East tour Saturday intended to affirm America's dependability as an ally.

Many moderate Arab states regard the political turmoil in Iran as the latest sign of U.S. ineffectiveness and lack of commitment to traditional allies around the globe — from Africa, through Afghanistan to Taiwan.

Saudi Arabia, the first halt on Brown's tour, is reported to be particularly apprehensive about U.S. ability to guarantee protection.

Recent criticism of Saudi Arabia by influential U.S. Senator Frank Church has also, in the view of Arab diplomats in Beirut, further displayed the power of the pro-Israel lobby in America to undermine Washington's commitment to its Arab allies.

Brown was leaving Washington Friday as the personal representative of President Carter. He will visit Saudi Arabia, Jordan, Israel and Egypt, and reports from Washington say his mission represents a "hands-off" message to the Soviet Union.

But his tour may be viewed in the Arab world as an example of too little, too late.

The collapse of Iran as policeman of the Gulf — source of 90 per cent of the non-Communist world's oil — has focused attention on Saudi Arabia as the West's most important ally on the oil lanes and as a moderating force in Arab diplomacy following the Camp David accords.

But the reported Saudi disengagement with the U.S. had taken root long before the

Iran crisis. Soviet gains in Angola and the Horn of Africa had already set the Kingdom's rulers wondering about U.S. reliability.

Arab sources detect the beginning of a Soviet campaign to win the Saudis away from their traditional close ties with the U.S. — although Saudi officials deny that the staunchly Islamic nation is planning any shift towards the Communist world.

Observers in Jeddah say it appears certain that Brown will be told the U.S. must prevent any outside interference that would dilute Islamic values or threaten the Gulf's economic independence.

Washington's termination of diplomatic ties with Taiwan after U.S. recognition of Peking has drawn criticism from the semi-official Saudi Press, which expressed fears that America is prepared to ditch traditional friends where superpower considerations dictate. Despite this, the Saudis have refrained from anti-western moves in Arab diplomacy or in their oil policies, Arab diplomats said.

Diplomats in the Gulf say Brown may try to bring about an informal defense grouping led by Saudi Arabia and backed by the U.S.

But Reuter correspondents in the Gulf, Saudi Arabia and Jordan reported that there was scant prospect of a formal security pact as proposed by some U.S. congressmen.

In Jordan, Arab diplomats say U.S. handling of the Iran crisis has reflected badly on American dependability as an ally.

King Hussein has stressed that his country is a sovereign state that will not accept pressure from any quarter.

Jordan has rejected the Camp David accords and shamed the Palestinians including their independent state without a combined Arab effort that can force it to do so.

"Al-Bilad" editorial dealt with Crown Prince Fahd's statement that Islam was the cornerstone of life in this country, in every field of human endeavour and that we ought to adhere to its tenets so that we may rebuild the glorious structure which we seek. Our conflict with communism and Zionism will not be confined to a clash of arms but to that of ideology which will help us triumph.

"Al-Jazirah" warned of a possible Israeli attack on some parts of the Arab world as a result of a combination of factors now at work in the area. It said that the situation is critical and could lead to armed conflict between the Arabs and Israel. These factors include continued Israeli attacks on Lebanon, the increased

Who gives Rhodesia oil?

By Tami Bhalman and Reed Kramer
(The writers are reporters and editors for the Africa News Service, which produces a weekly newsletter and radio news on Africa.)

shows that the parent companies have lost control of their South African subsidiaries. And certainly it raises questions about what the United States government may have known.

DURHAM, North Carolina —

For two and a half years, five Western oil companies have been named in a series of charges and disclosures as the direct and indirect suppliers of almost all of Rhodesia's petroleum products during the last 12 years, in defiance of a United Nations embargo. They are British Petroleum; Shell International Petroleum Co., based in London; Mobil, Caltex and the Compagnie Francaise des Petroles, the French government oil concern. Now, the Treasury Department has confirmed the reopening of its 1976 investigation, which it called inconclusive, into possible sanctions violations by American firms.

The decision, made last fall, has pointed up the inability of United States officials to agree on a southern Africa policy that will be viewed as genuine by the Africans it is meant to influence.

In fact, the Treasury move surprised the State Department, which was still debating what sort of new probe might be needed in light of recent shell and British Petroleum admissions that they participated in a secret scheme to insure Rhodesian supplies.

The roles of B.P. (with 51 per cent British government ownership) and Shell (privately owned) — British and Dutch-owned

came to light through the research of two English writers, Bernard Rivers and Dr. Martin Bailey, whose articles have

provoked a corporate and government scandal, and more disclosures are expected.

An official commission headed by attorney Thomas Bingham has verified large-scale violations of the sanctions, and in December Prime Minister James Callaghan called for a parliamentary investigation into why government leaders did nothing to prevent them.

Rivers, currently research director for the Council on Economic Priorities in New York, is convinced that a serious investigation would confirm United States companies' involvement. "I have no doubt," he says, "that Mobil South Africa and Caltex were full partners with Shell and B.P. in this affair. And I really can't believe that company executives here don't have real doubts about their denials, if indeed they believe them at all.

At the very least, the evidence

and have threatened to cut off and, in one case, even delayed petroleum supplies to South Africa until information demanded from the subsidiary was forthcoming.

The difference seems to be government pressure.

Certainly, Britain has more reason to act. As the internationally recognized legal authority for Rhodesia, the British government is under greater public pressure to put its own house in order. And the British press has pursued the issue in a way the American press has not.

"I don't mean to deprecate the importance of maintaining sanctions," the United States Assistant Secretary of State for African affairs, Richard M. Moose, said in a recent interview, voicing the prevailing administration attitude. "But I think a much more important problem is to try and find a peaceful solution."

A look back, however, suggests that the attitude may itself have doomed the diplomatic efforts to failure. Last year when the Anglo-American plan for Rhodesia was being drafted in final form, London informed Washington of the pressure it was exerting on Shell and B.P. and suggested similar action toward Mobil and Caltex — a course the State Department considered but rejected, according to department sources.

"The South Africans were watching us very closely for any signs of toughness," recalls Haskell G. Ward, who at the time was an African specialist on the State Department's policy planning staff (and was named last month New York's deputy mayor for human services). "If we had threatened South Africa's oil supply to any extent, I am sure Pretoria would have leaned on (Prime Minister Ian D.) Smith and substantive negotiations would have resulted."

Instead, South Africa continued its profitable oil shipments to Rhodesia, backed up by the promise of the five internationally-owned subsidiaries to meet any domestic shortages. That agreement now faces a critical test, with South Africa experiencing energy shortages from the cutoff of more than 90 per cent of its crude oil once supplied by Iran. In that context, critics of administration policy view the Treasury's reinvestigation less as an overdue search for the truth than as an attempt to pre-empt what could be an embarrassing inquiry by an independent panel. — (NYT)

Israeli torture

By Bernard Gwertzman
WASHINGTON —

Alexandra U. Johnson, the former United States Foreign Service consular officer in Jerusalem who reported that Israel had conducted systematic torture of Arab prisoners, Thursday night stoutly defended her conclusions and said it was "my own belief" that her human rights reporting led to her dismissal from the service.

Reports from Washington say the Camp David accords on an Egyptian-Jordanian settlement will not stop the U.S. from reaffirming its commitment to moderate Arab states.

At the same time, however, Arab leaders may press the U.S. for a stronger commitment to the Arab and Palestinian view of the Middle East crisis in return for their continued friendship. — (R)

year probationary period had ended.

The State Department, which had rejected her view that systematic torture was practiced by the Israelis, denied Thursday as it did Wednesday that her reporting was the reason for her failure to receive tenure.

It also rejected Israeli reports that suggested Miss Johnson was mentally unbalanced.

Miss Johnson said that she went to Jerusalem two years ago, very much pro-Israeli. She said that she gradually became aware of a pattern of abuse when in the course of her work she began to interrogate

view West Bank or Jerusalem Palestinians who contended they had been forced to make confessions to membership in secret organizations as a result of torture.

"All 29 individuals described to me in varying degrees of detail, interrogation sessions in which they were beaten or otherwise tortured by their interrogators," she said. "After a while she said she found a pattern."

"I got the feeling that rather than being exposed to a series of aberrant instances, I was in a way taking a sample from a pattern or a system," she said. — (NYT)

saudi press review

Bakhtiar's offer to call for a general election to carry the country past the present impasse presents a way out of the deadlock that has been created by the opposition of Khomeini to the existing government, according to "Olkaz" editorial.

The paper said that Bakhtiar's offer indicates his determination to maintain a semblance of democracy against the demagoguery of the streets where no true democracy can emerge and prosper on account of the aimless activities of rabble rousers and meaningless slogans. It pointed out the dangers that lie behind the current interest of the Communist Party and its supporters which are trying to infiltrate the masses before containing them and eventually capturing power. Tudeh, the Communist Party, the Soviet Union and other communist states are merely pretending to be in favor of the opposition while doing their best to prevent any

close relationship between Syria and Iraq and its repercussions on the military balance in that part of the Arab world.

Egypt's determination not to sign a separate

peace treaty with Israel without certain guarantees. Add to this the situation in Iran and Israel's loss of Iranian oil supplies which may drive it to commit further aggression on

Arab lands. The next two weeks will, therefore, witness the advent of a hot summer in the Middle East and the Gulf this year, the paper concluded.



Doctor: The operation was successful. It was the bill that did it.

—AL-JEZIRAH

Good food without the frills

By Box Wellah

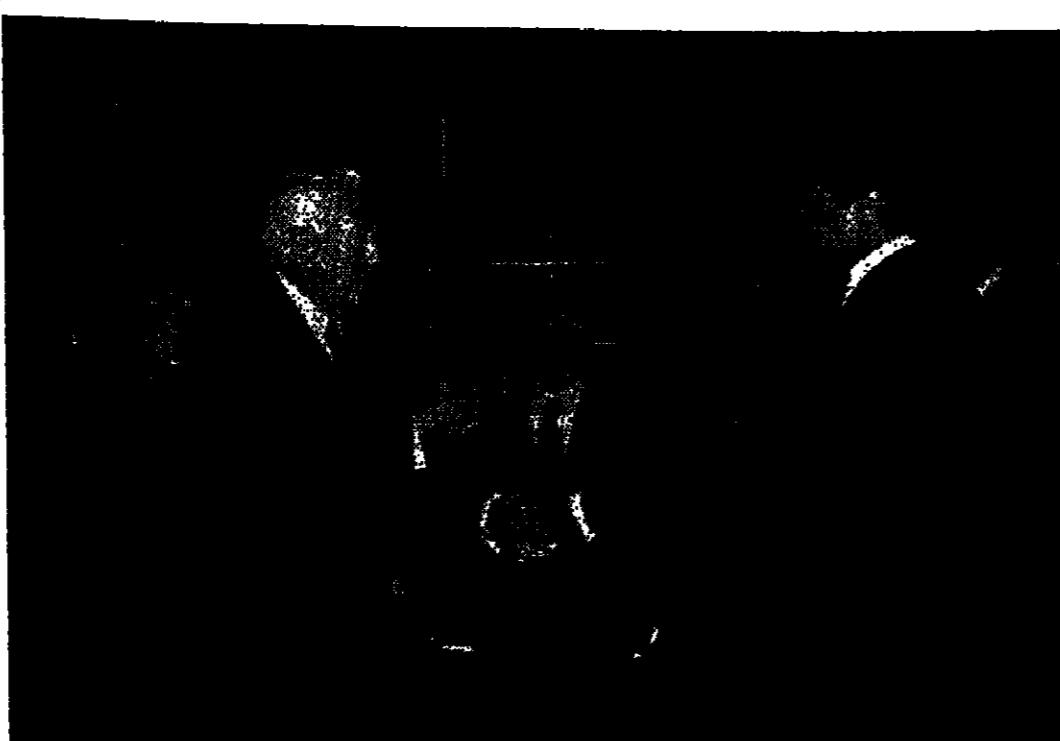
JEDDAH -- The small dining room in The Embassies Hotel here can seat only 40 persons. There is a friendly and informal atmosphere. The place is quiet without extravagant pretentiousness and the management concentrates on the quality of the food. Covers are changed for each new patron and the ambience is bright, clean and business like.

The nine waiters, all Filipinos, are young, cheerful and helpful. They obviously enjoy their work. Sometimes, in the smart restaurants of Jeddah, one feels somewhat overawed by the solemnity of the phalanxes of tightly uniformed waiters advancing to a sacred rite. In The Embassies, the keynote of customers-staff relations is a smile. Muzak is discreetly in the background and this does not inhibit conversation.

Besides the daily changed table d'hote dinner menu (about SR 40) there is a very extensive a la carte menu with a wide variety of Oriental and European dishes and grills.

The feature of the restaurant is a carefully selected short list of Filipino specialties and, as one would expect, these dishes show the influences of both Chinese and Spanish cuisine.

We chose Chicken Adobo and Fried Fish Sarsiado. The Adobo is made of succulent pieces of chicken baked in a thick soy sauce and served with a selection of crisp, fresh vegetables. The meat was tasty and tender and the sauce piquant and interesting. The fish Sarsiado is made of chunks of local fish fried quickly and served in a sweet/sour sauce



Taher Helmy is congratulated by Chief Justice Warren Burger. Egyptian Ambassador Ashraf Ghorbal (center) looks on.

(the Chinese influence), long beans and carrots. We had a Shanghai fried rice to accompany our choices. Helpings were generous and the food was hot and specially prepared to order. All the usual sauces were available on the table.

The menu does not show much imagination in the selection of sweets, but a specialty baked custard is available to order. Turkish coffee is served.

The bill for two very satisfying main dishes and drinks was SR 68, and there is, uniquely, no service charge.

Endangered species still sought by hunters

By Ena Kendall

LONDON — People who refuse to wear furs on the grounds that they look better on their original owners are no longer regarded as eccentric.

Public opinion, with a few helping prods from conservationists, is gradually swinging round to the view that human vanity is a poor reason for

The restaurant is highly recommended for its sensible, matter of fact approach to producing nice food without unnecessary and expensive frills.

We spoke to Celestino, the restaurant manager, afterwards, who explained that he purchases meat, fish and vegetables from the local markets daily and does not store food in a freezer. He recommended that when we next visit we should try the Sinigang shrimp soup and the Beef Mechado which, he believes, are the best offerings of the three Filipino cooks.

endangering animals already under intolerable pressure.

The luxury market in industrial countries is one of the main stimulants for the war of attrition against many species.

Leather of the highest quality comes from the skin of the saltwater crocodile, and crocodiles and alligators, often shot before they have a chance to breed, are among the world's most threatened animals.

They are planning to open a roof top restaurant in due course. Meanwhile, they offer a Smorgasbord lunch on Sundays and Wednesdays from 11 a.m. to 2 p.m. at an inclusive cost of SR 30 for "as much as you can eat."

The Embassies Hotel is not right in the heart of what could be called the city's embassy area, but the Korean, British and Argentine diplomatic grounds are not too far off. The hotel is located near the large globe sculpture opposite the Jeddah offices of the Royal Commission for Yanbu and Jubail. Telephone number is 55945.

The restaurant is highly recommended for its sensible, matter of fact approach to producing nice food without unnecessary and expensive frills.

We spoke to Celestino, the

restaurant manager, afterwards, who explained that he purchases meat, fish and vegetables from the local markets daily and does not store food in a freezer. He recommended that when we next visit we should try the Sinigang shrimp soup and the Beef Mechado which, he believes, are the best offerings of the three Filipino cooks.

endangering animals already under intolerable pressure.

The luxury market in industrial countries is one of the main stimulants for the war of attrition against many species.

Leather of the highest quality comes from the skin of the saltwater crocodile, and crocodiles and alligators, often shot before they have a chance to breed, are among the world's most threatened animals.

The colobus monkey, a spectacular fellow with a beautiful black and white skin, is being trapped by the hundreds in East Africa because of the demand for its skin to make rugs. It takes the deaths of about 12 monkeys to make one rug.

Small boat-loads of walrus heads have been observed in Alaska, where the animals have been decapitated for their tusks. Even the practice of taking "walrus" ivory carvings from the ivory of African elephants has not stopped a rapid rise in walrus killing. —(OFNS)

Egyptian lawyer admitted before U.S. high court

By a Staff Reporter

Washington Bureau

WASHINGTON — Egyptian attorney Taher Helmy has become the first Egyptian national to be admitted to practice before the U.S. Supreme Court.

Helmy, a member of the board of the Egyptian Bar Association and a practicing attorney in the United States, was admitted before the Supreme Court on Jan. 22.

Also a member of the American Bar Association, Helmy was admitted before the Supreme Court of the State of Illinois and the Federal Court of the Northern District in 1975.

While also now a U.S. citizen, Helmy applied for admission before the U.S. Supreme Court on the basis of his Egyptian citizenship, and was the first of his countrymen to be so approved.

Helmy arrived in the United States in 1967 and received his Doctor of Law degree here in 1974.

After graduation, he joined the New York law firm of Cahill, Gordon and Reindel. A year later, he moved to Chicago and joined the international law firm of Baker and McKenzie, where he has been able to practice his specialty, international law.

Baker and McKenzie is the largest law firm in the world, employing 450 attorneys in 26 offices around the globe.

Helmy is the attorney who

interested in dealing with Arab U.S. law and the indigenous laws of the Arab states involved.

These lawyers help chart investment strategies for American companies entering the U.S. Supreme Court, Middle East market, by examining the implications of both examination, a pre-requisite for

any law school graduate who wishes to appear before a court.

Helmy was personally congratulated on his achievement by Supreme Court Chief Justice Warren Burger.

Good looking low costing fast growing long lasting steel building

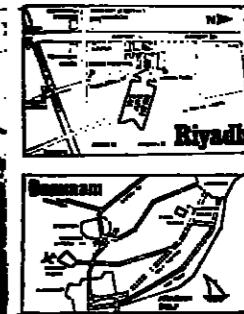
The Zamil-Soule range of standard steel buildings are completely pre-engineered for efficient and fast manufacture and erection.

The Buildings are manufactured in our new factory in Dammam and transported direct to the jobsite.

Choose a standard building and you will save in time and money.

Contact our sales department at Dammam 29452 or 31291

Or Riyadh Area office Riyadh 62875.



ZAMIL-SOULE
STEEL BUILDINGS CO. LTD

Dammam Trading Estate
PO Box 270, Dhafran Airport, Saudi Arabia
Telephone: 29452/31291/31478

Foras Street
PO Box 251, Riyadh, Saudi Arabia
Telephone: 52675

ZAMIL-SOULE STEEL BUILDINGS CO. LTD

**ANNOUNCES
THE
NEEDS FOR
FOLLOWING
POSITIONS.**

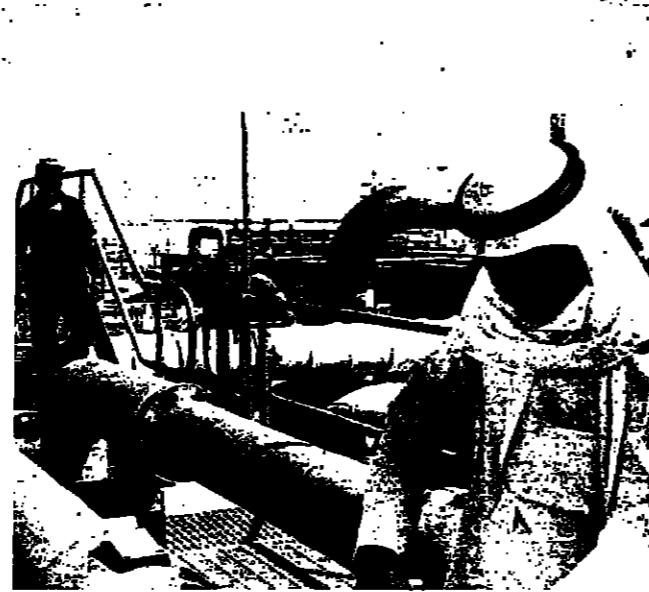
2. QUALITY CONTROL SUPERVISOR:
Qualifications: Engineering training, covering basic machinery and welding including quality control.
5 years shop floor inspection, sheet metal shearing & forming, welding and press work.

Education: ONC or equivalent. Experience in inspection techniques - manpower supervision/communicate with others. Age 30 to 40 years

1. PLANT/INDUSTRIAL ENGINEER
Qualifications: Engineering apprenticeship, tool making, press work, sheet metal shearing & forming, welding. Education: ONC or equivalent. 5 years experience in plant maintenance, preventive maintenance. Ability to communicate with others of different nationalities. Age 30 to 40 years.

3. PORT CLEARANCE CLERK
Qualifications: Proficiency in Arabic & English. Translation of documents/commercial invoices. Documentation and coordination with Custom brokers. Experience needed - Holder of valid Saudi Driver License.

Please contact:
Administration Dept./Employment
ZAMIL-SOULE STEEL BUILDING CO. LTD.
Post Box 270 Dhafran Airport
OR
Dammam Industrial Estate Phone : 29452 - 31291



Arab News OTC Outlook guarantees your advertising message will reach the widest circulation of any English language publication in Saudi Arabia and the entire Middle East.

As a supplement to Arab News daily, the OTC Outlook will be seen by over 60,000 readers in Saudi Arabia, United Arab Emirates, Kuwait, Oman, Bahrain, Jordan, Egypt, Yemen, and readers in the Orient, U.S. and Europe. In addition, Arab News OTC Outlook will be distributed to the 80,000 expected visitors at the Eleventh Annual Offshore Technology Conference, April 30, 1979 at the Astrodome.

Arab News OTC Outlook will feature in-depth coverage of petrochemical industries, the construction boom in Saudi Arabia and an update on Jubail and Yanbu. Arab News OTC Outlook will identify the vast marketing opportunities in Saudi Arabia for products, services and technology from abroad.

Make your advertising dollar count. Reach the people who make business decisions in the Arab East and the world oil and construction industries.

Mail the coupon below to reserve your advertising space.

Publisher: Saudi Research & Marketing Co, Jeddah, Saudi Arabia
Arab News, 2100 West Loop South, Suite 1650, Houston, Texas 77027, Phone 713/961-0245, Telex 790209

Please enter my subscription to:
 Arab News (English daily) - \$150/yr.
 Saudi Business (English weekly) - \$75/yr.
 Asharq Al-Awsat (Arabic daily) - \$150/yr.
 Payment enclosed
 Charge my Master Charge
 No. _____ which expires _____

Send additional information about advertising in Arab News, Saudi Business and Asharq Al-Awsat.
 Contact me about production of Saudi Arabic print and visual presentations.

Name _____ Title _____
Company _____ Phone _____
Address _____
City _____ State _____ Zip _____

Please reserve my advertising space in Arab News

OTC Outlook as follows:

- Back Cover/Color \$5000
- Inside Front Cover/Color \$4500
- Inside Back Cover/Color \$4500
- Centerfold Page/Color \$4000
- Full Page/Black & White \$2400
- 2/3 Page/Black & White \$1665
- 1/2 Page/Black & White \$1295
- 1/3 Page/Black & White \$ 900
- 1/6 Page/Black & White \$ 525

- Payment enclosed
- Payment will accompany art work

International Offices: Al-Khobar, 42991; Beirut, 547-090; Cairo, 818-92; Geneva, 022-984221; Haifa, 023-343658; London, 353-4113; Houston, 713/961-0245; Jeddah, 28708; Tokyo, 03-573-6816; Washington, 638-7183; Riyadh, 38272; Yokohama, 045-573-6816

TOYO TIRES RADIAL
TOYO
Sole agent
SAID M. EL AMOUDI
JEDDAH OFFICE: Tel: 23801

arab news

International Finance
International Bourse, Commodities, Money and Exchange Rates

INDUSTRIAL GASES PRODUCTION CAN MAKING SHIPBUILDING HONDA PRODUCTS YANMAR PRODUCTS

ABDULLAH HASHIM ESTS.
JEDDAH 32065-32411 MECCA 25603 RIYADH 28032-23592 DAMMAM 24720-24730

EXCHANGE RATES
LONDON GOLD & GOLD

LONDON NEW YORK

February 8 Range February 8 Opening Price

USA 2,040.0-2,095 2,012-2,013

Canada 2,390-2,400 2,39-2,40

France 8,115-8,153 8,117-8,118

Germany 5,540-5,553 5,540-5,553

Japan 4,224-4,230 4,224-4,230

Holland 4,000-4,010 4,000-4,010

Italy 1,769-1,770 1,769-1,770

Ireland 3,330-3,345 3,330-3,345

UK 3,120-3,125 3,120-3,125

Sweden 8,755-8,761 8,755-8,761

Norway 10,188-10,197 10,188-10,197

Denmark 10,278-10,290 10,278-10,290

Austria 5,182-5,183 5,182-5,183

Portugal 5,040-5,043 5,040-5,043

Spain 1,38-1,39 1,38-1,39

Switzerland 3,95-3,95 3,95-3,95

UK 29,32-29,35 29,32-29,35

BFR FIN. 29,32-29,35 29,32-29,35

MEXICO 2,22-2,23 2,22-2,23

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-24 p.m.

Set. one month 57-58 dir. two months 118-111

dir. three months 165-160 dir. six months 70-

290 dir. twelve months 540-530 dir.

Can. one month 4-5 dir. two months 4-4 dir.

three months 4-3 dir. six months 7-7 dir. twelve

months 14-

B.C.

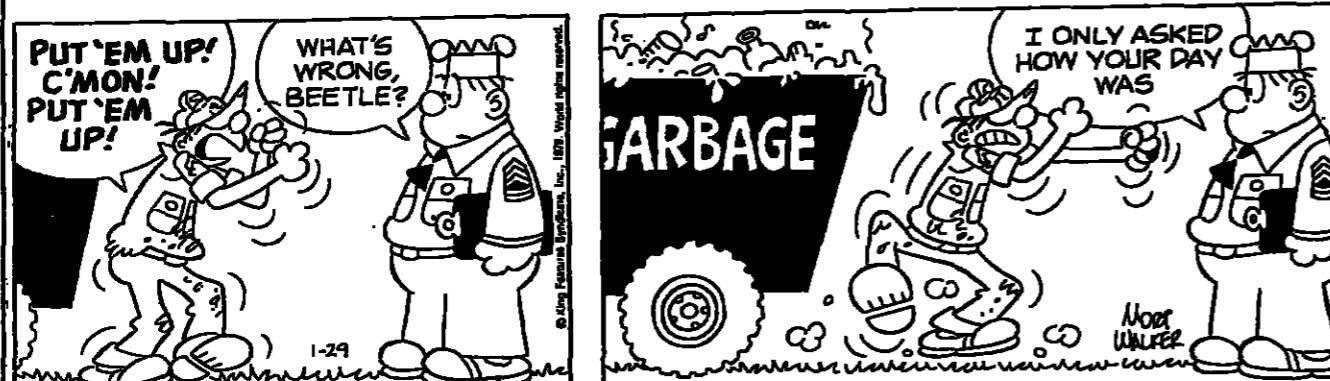
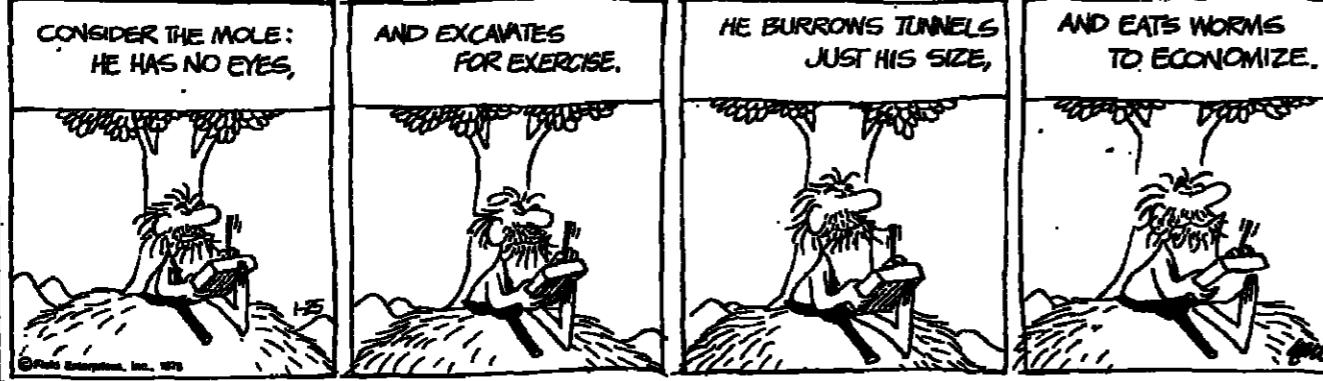
SMALL SOCIETY

BLONDIE

BEETLE BAILEY

HAGAR

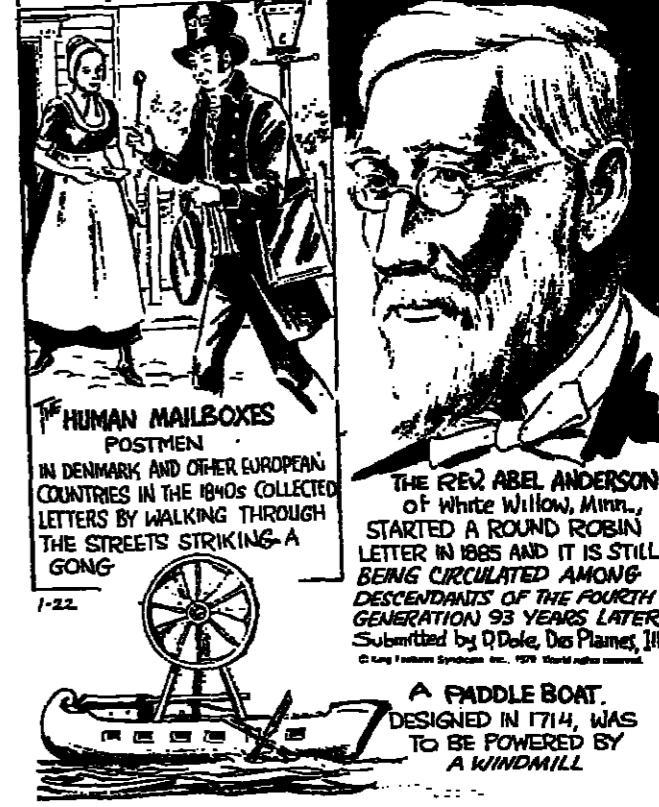
WIZARD



Dennis the Menace



Riley's Believe It or Not!



THE REV ABEL ANDERSON OF White Willow, Minn., STARTED A ROUND ROBIN LETTER IN 1885 AND IT IS STILL BEING CIRCULATED AMONG DESCENDANTS OF THE FOURTH GENERATION 90 YEARS LATER. Submitted by D. Dale De Plamer, Ill.

A PADDLE BOAT, DESIGNED IN 1714, WAS TO BE POWERED BY A WINDMILL

CROSSWORD PUZZLE

Crossword

by THOMAS JOSEPH

ACROSS
 1 Surfeit 41 Ridge 41 Ridge
 5 Impudent 42 DOWN 42 DOWN
 10 Elsewhere 1 City in Oregon 1 City in Oregon
 11 Foregoing 2 Arouse 2 Arouse
 13 1940's 3 - of 3 - of
 14 Cling 4 Orb 4 Orb
 15 Barely 5 Bellowed 5 Bellowed
 16 make out 6 Airport 6 Airport
 17 Party pro 7 Belgian 7 Belgian
 18 Ramble 8 commune 8 commune
 19 Soprano 9 Footrest 9 Footrest
 20 Tassanini 10 sorts 10 sorts
 21 Exploit 11 Leading lady 11 Leading lady
 22 Liquid 12 Divulge 12 Divulge
 23 measure 13 Part of 13 Part of
 24 Arabia 14 Arabia 14 Arabia
 25 Stately 15 Saturday's Answer 15 Saturday's Answer
 26 Request 16 Approximate 16 Approximate
 27 recipient 17 Old swimmers 17 Old swimmers
 28 Jewish 18 Picasso 18 Picasso
 29 month 19 commune 19 commune
 30 Suffic 20 Footrest 20 Footrest
 31 with duck 21 Public show 21 Direction
 32 Baseball's 22 Showgirl 22 Showgirl
 33 Famous 23 Revelle 23 Revelle
 34 scrolls 24 call 24 call
 35 Le Flore 25 Heavy 25 Heavy
 36 attraction 26 East's mom 26 East's mom

DAILY CRYPTOQUOTE - Here's how to work it:

A X Y D I B A A X
is LONG FELLOW

One letter simply stands for another. In this sample, A is used for the three L's, X for the two O's, etc. Single letters, apostrophes, the length and formation of the words are all hints. Each day the code letters are different.

CRYPTOQUOTES

G K E M G R V M G Q B M Y R P M I K G M;
 P S G F A M Z G A M G R V M B Q I
 K U G R Q Z K I I R C M J, J G Q T
 G A R Z E R Z W K Z B W Q R Z. -
 K Z B I M F N K U E J Q Z
 Saturday's Cryptogram: LIFE'S GREATEST ACHIEVEMENT
 IS THE CONTINUAL REMAKING OF YOURSELF SO THAT
 AT LAST YOU KNOW HOW TO LIVE. - WINFRED RHODES

Contract Bridge : B. Jay Becker

A Sophisticated Play

thus became established and declarer ultimately went down one.

The bidding and opening lead at the other table were exactly the same, but here declarer made the contract. South won the diamond lead with the queen, bid a spade to the queen, bid a spade to the queen, and West had a love-hate relationship, as most players would do, and South played the ten. West ducked in order to preserve his entry, but it availed him naught.

Declarer led another heart, West playing low again, but South - having already located the queen - went up with the king, telling East's queen. Another heart lead forced out the ace and South made four notrump.

Despite the unusual nature of the second declarer's method of play, it had an unusually sound foundation. South didn't mind losing a trick to the queen if West had it, since West would be unable to make a damaging return. Declarer's only real concern at the start was that East might win the first round of hearts with the queen and return a damaged through A-10 - and he tried to prevent this from happening.

In effect, South assumed that East had the queen. There was an excellent chance, if this was the case, that East would not play it if the first heart lead came from dummy.

What are the gnomes upto in Zurich?

Get your international financial news in Ashar Al-Awsat - the international newspaper of the Arabs published daily from London and distributed worldwide. Available with your newsboy and at your nearest newsstand daily.

Ashar Al-Awsat

Janashii

ARAB NEWS CALENDAR

PRAYER TIMES

SATURDAY	Fajr	Ishaq	Dhuhr	Asr	Maghreb	Isha
Mecca	5:39	6:58	12:42	3:57	6:18	7:48
Medina	5:44	7:02	12:43	3:56	6:16	7:46
Nejd	5:10	6:31	12:09	3:22	5:43	7:13

DHAHRAN TV

4:30 Children's Show
 6:30 Documentary
 6:58 Safety Film
 7:20 Emergency
 8:07 All You Need Is Love
 8:57 Maude
 9:22 Barnaby Jones

Sesame St: No. 1074
 Hong Kong Horizons
 Mike The Bike
 Above & Beyond Nearly
 Episode No 13
 Walters Pride
 The Scapogato

SAUDI RADIO

Afternoon Transmission
 1:00 Opening
 1:01 The Holy Quran
 1:05 Gems of Guidance
 1:10 S.A. - A Daily Chronicle
 1:15 S.A. Historical Notes
 1:30 Off the Record
 2:00 Your Choice
 2:30 On Islam
 2:40 Islam the Divine Truth
 2:55 Music
 3:00 NEWS
 3:10 Press Review
 3:15 Music
 3:20 My Music
 3:50 Close Down

Evening Transmission
 10:00 Opening
 10:01 The Holy Quran
 10:05 Message to the Faithful
 10:10 Light Music
 10:15 NEWS
 10:25 S.A. - A Daily Chronicle
 10:30 Music Worldwide
 11:00 Champions of Solidarity
 11:10 Press Review
 11:15 The Sixties
 11:45 The World of Guitar
 12:00 Islamic Contributions
 12:15 The Songwriters
 12:45 A Reendezvous with Dreams
 12:59 Close Down

BBC

Morning Transmission
 8:00 World News
 8:09 *Twenty-Four Hours
 News Summary
 8:30 *Sarah Ward
 8:45 World Today
 9:00 Newsdesk
 9:30 *Opera Star
 10:00 World News
 10:09 Twenty-Four Hours
 News Summary
 10:30 *Sarah Ward
 10:45 *Something to Show You
 11:00 World News
 11:09 Reflections
 11:15 Piano Style
 11:30 Brain of Britain 1978
 12:00 World News
 12:09 British Press Review
 12:15 World Today
 12:30 Financial News
 12:40 Look Ahead
 12:45 The Tony Myatt Request Show
 Evening Transmission
 1:15 Ulster in Focus
 1:30 Discovery
 2:00 World News
 2:09 News about Britain
 2:15 Alphabet of Musical Curios
 2:30 Sports International
 2:40 Radio Newswise
 3:15 Promenade Concert
 3:45 Sports Round-up
 4:00 World News
 4:09 Twenty-Four Hours:
 News Summary

4:30 The Pleasure's Yours
 5:15 Report on Religion
 6:00 Radio Newswise
 6:15 *Outlook
 7:00 World News
 7:19 Commentary
 7:15 Sherlock Holmes
 7:45 World Today
 8:00 World News
 8:40 *Books and Writers
 8:45 Sports Round-up
 9:00 Words News
 9:09 News about Britain
 9:15 Radio Newswise
 9:30 Farming World
 10:00 Outlook News
 Summary
 10:39 Stock Market Report
 10:43 Look Ahead
 10:45 Ulster in Focus
 11:00 World News
 11:09 Twenty-Four Hours:
 News Summary
 11:30 The Pleasure's Yours
 Midnight Transmission
 12:15 Talkabout
 12:45 Nature
 Notebook
 1:00 World News
 1:09 World Today
 1:25 Financial News
 1:35 Book Choice
 1:40 Reflections
 1:45 Sports Round-up
 2:00 World News
 2:09 Commentary
 2:15 The Face of England
 News Summary

WEATHER

Clouds of various heights will cover most of Saudi Arabia, especially the northwestern and southwestern areas and parts of the central province causing rainstorms.

Winds blow in various directions at moderate speed.

Sea conditions in territorial waters will be calm to moderate.

Friday's temperatures (maximum, minimum in centigrade)

Mecca	29	22	Hail	19	06
Jedidah	31	18	Tabuk	19	07
Riyadh	27	15	Bisha	27	13
Dhahran	27	15	Yanbu	27	15
Medina	26	13	K. Meheit	22	10
Taif	25	10	Abha	20	09

VOA

P.M.

8:00 News Roundup:
 Reports: Actualities:
 Opinion; Analyses
 8:30 Dateline
 News Summary
 9:00 Special English:
 News; Feature: The
 Making of a Nation
 News Summary
 9:30 Music USA:
 (Standards)
 10:00 News Roundup:
 Reports: Actualities

10:05 Opinion: Analyses
 News Summary
 10:30 VOA Magazine:
 America; Science;
 Cultural; Letter
 11:00 Special English: News
 11:30 Music USA: (Jazz)

VOA WORLD REPORT
 Midnight
 12:00 News newsmakers'
 voices correspondents
 reports background
 features media com-
 ments news analyses.

Your Individual Horoscope

Princes Drake

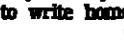


FOR SATURDAY FEBRUARY 10, 1975

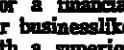
What kind of day will tomorrow be? To find out what the stars say, read the forecast given for your birth sign.

LIBRA (Sept. 22 to Oct. 22) 

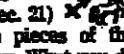
Varied in the spice of life, but your tendency to spread yourself thin today leaves you with nothing to write home about.

SCORPIO (Oct. 23 to Nov. 21) 

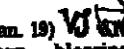
Guard against unrealistic expectations or a financial venture. Your businesslike approach with a superior brings moderate results.

TAURUS (Apr. 20 to May 20) 

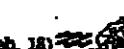
Visitors from afar may make you feel uncomfortable at home. Be considerate despite awkward moments, and do your best to be a good host.

GEMINI (May 21 to June 20) 

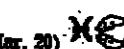
A close one may have difficulty figuring you out. Don't just stand there and watch them suffer. Why not let them in on your secret?

CANCER (June 21 to July 20) 

Your own financial picture looks bright, but others are somewhat erratic in business. Sidelight: dubious beauty aids or health remedies.

LEO (July 23 to Aug. 22) 

You have every right to think positively about a romantic situation, but don't let your imagination go overboard or you'll feel let down.

PISCES (Feb. 19 to Mar. 20) 

It's not enough to feel good about your potential. You have to translate those positive feelings into action. Don't expect immediate results.

BRITISH TRAINING FOR HIGH PAY

In only 3 or 4 months you can possess a British Diploma and prospectus for a worthwhile career and high pay. A Training Course costs only £18 on enrollment OR 4 payments of £8 each. Lessons, Tests, Model Answers, and complete Tuition by Airmail. Tick the career you like, write your name and address and send this coupon to us for our FREE Book.

P.O. Box 253, Jersey, Britain.

Name _____

Address _____

Age _____

Sex _____

Male _____

Female _____

Keep _____

Profitable Business & Trading _____

Proficient Clerical Duties _____

British Careers _____

Training College _____

**NEW IN JEDDAH COFFEE SHOP**

Western/Oriental Food.

Business Hours
6.00 a.m. to 24.00 p.m.

Tel: 57059 - 57054
SAUDI CHINA
COMMERCIAL CENTER
Macarona Road, Jeddah.

IRISH CITIZENS

resident in the Kingdom who have not recently been in contact with the Embassy, are invited to contact the Embassy for the purpose of registration. Passport details are required.

Embassy of Ireland
Musa'idya Street
off Medina Road, Kilo 7
Tel: 58972/55481
Telex: 401410 IVERNA SJ

RENT A CAR

ABU DIYAB
RIYADH- AIRPORT ST.
TEL. 62575 - 68052

**TRANSLATION SERVICES**

EL ERFAN EST. has highly proficient natives to do the job
Phone: 57682
55179
53169 - Jeddah
We do general services also.

HELP

Around the clock. Housing maintenance of repair Elec. Cooling, Plumbing, Pump, Swim. pool, T.V., Video, Painting, Spray insect Special department for restoring Call HELP day or night Tel: 61564 JEDDAH.

Construction equipment for Sale or hire
Backhoes compressors and Wagon drills
Dozers, portable-lites, Shovels or Bucket loader's
Other equipment on request

Contact:

INTERDEF (S.A.) LTD
Tel: 59024

AVAILABLE IN DAMMAM

OVER 2000 M² OFFICE SPACE OVER 500 M² DISPLAY AREA WITH

CENTRAL A/C
DELUX FINISH
TELEPHONES
EXCELLENT
LOCATION
CALL
21181 42015

CIT
Neotel
ROUPE CSE

TELEPHONES, P.A.B.X.S, INTERCOM SYSTEMS SUPPLY, INSTALLATION, & MAINTENANCE
CALL CEDARCO
TELECOMMUNICATION
P.O.BOX: 5456 RIYADH 67470 /71
TELEX: 201550
P.O.BOX: 3510 JEDDAH 50002/8
TELEX: 401508

CONTRACT OPPORTUNITIES
The Arabian American Oil Company (ARAMCO) offers a variety of competitively bid contract opportunities to qualified Saudi Arabian Companies possessing commercial registration certificates. Please call the Office of the Manager, Aramco Affairs in Riyadh, Telephone 41055, or Jeddah Telephone 54261, or contact the Local Industrial Development Depart. Box: 5000, Dhahran. CS-78-1

SAUDI BUILDING MATERIALS EST.

DAMMAM RIYADH JEDDAH
P.O. Box 2059, P.O. Box 3321, P.O. Box 5107,
Tel: 44490, 32092 Tel: 84292, 87441 Tel: 33996
SHIRAL. Telex: 671350- Telex: 201819- Telex: 501710-
SABMAT:

FOR ALL KINDS OF

Timber
Plywoods
Steel

Fast delivery service available to any part in the Kingdom with the best competitive price. For any further enquiry please do not hesitate to call on us. We are always at your service.

FOR RENT with Luxurious Furniture

1) TEN APARTMENTS (SINGLE OR TOGETHER)
EACH ONE CONTAINS TWO BEDROOM, SITTING-
ROOM, DINING - ROOM, BATH - ROOM AND
KITCHEN.

2) THREE VILLAS (SINGLE OR TOGETHER)
EACH ONE CONTAINS FOUR BEDROOM, SITTING-
ROOM, DINING - ROOM AND THREE BATH-ROOM.

3) FLAT CONTAINS ONE BED - ROOM, SITTING
ROOM, DINING - ROOM AND KITCHEN.

FOR FURTHER INFORMATION PLEASE CONTACT
PHONE NUMBER 47/80761

TIME: FROM 6:00 PM. UNTIL 9:00 PM.

AIRCO Welding Products

IN STOCK AT OUR DAMMAM WAREHOUSE

ELECTRODES
WELDING & CUTTING OUTFITS
REGULATORS-TIPS-HOSE
GAUGES-TORCHES-CABLES
COMPLETE
RANGE OF ACCESSORIES

CONTRACTORS SUPPLY

AICS P.O. Box 369 Dammam Saudi Arabia
Tel: 46216, 28773, 22910
Telex: 601452 IDREES SJ CR. 5789

LOMBARDINI SOLE AGENTS

If you are buying spare parts or engines from anyone else then you are paying too much.

Spare parts dept:
Kilo 14 Madina road Jeddah.

Bougary Trading & Cont. Est.

P.O. BOX 1733 JEDDAH
TEL: 34758/43407 TELEX 401217

PORTABLE ACCOMMODATION UNITS

Available for immediate delivery at

ITRACO



Telephone: 43759.

P.O.BOX: 75. JEDDAH SAUDI ARABIA.

GAC-RYAN CRANES & TRUCKS

For hire
anywhere in Saudi Arabia
Jeddah: 59024

**AL AMRI TRADING AND TRANSPORT ESTABLISHMENT**

Provide all types of services related to forwarding, transport, clearance and export by sea and air to both national and foreign companies engaged in development projects in Saudi Arabia.
A leading Saudi Company specialized in bulk acid and fuel transport.
For further information please contact our offices:
P.O. Box: 5695 Telex: 401319 SJ
Tel: 23710, 38497 Jeddah,
Saudi Arabia.

PRESTIGEOUS BUILDING IN IDEAL LOCATION

Office / Apartment for Rent
6 Spacious rooms plus kitchen and 2 Bathrooms, under ground parking, phone available.
Airport Road and Palestine Road convenient to Airport and Downtown.

Available long term
Phone: 56292. Mr. Ferguson,
Jeddah.

BIN LADEN BROS.**FOR BUILDING PRODUCTS**

COLOURS FOR CEMENT.
SURFACE AND INTEGRAL WATERPROOFERS.
DOUBLE STRENGTH PLASTICISER.
CONCRETE DUSTPROOF AND HARDENER.
CONFLO : WATER REDUCING ADMIXTURE.
CONCRET : RETARDER AND PLASTICISER.
CONSPED ACCELERATED CONFLO.
CONCRETE CURING MEMBRANE.
DECORATIVE COATINGS.
ALL PURPOSE ADHESIVES AND BONDING AGENTS.
SALES ORGANIZER: AHMAD REHIM
TEL: 61427-62950 - 63095
RIYADH
EL FARASTAK ST. P.O.BOX: 105

For The Best Sound in Town

we also stock
TELEFUNKEN Color T.V.
TEXAS INSTRUMENTS

discwasher, inc. record
care and cleaning equipment

mate mohamed ali trading est.
DAMMAM TEL: 27304



coming soon

"CHIEH TEH" TRANSHIPPED ON M.V. "BLUE OCEAN"
M.V. "BLUE OCEAN" ARRIVED AT JEDDAH ISLAMIC PORT ON 7/2/79

CONSIGNEES ARE KINDLY TO TAKE DELIVERY OF THEIR CARGO

For further information

Please contact:

SLEEM BINMAFOOZ TRADING COMPANY

Importers & Commission Agents

Tele: 34267 - 38289 TLX 401397

SOLVE YOUR MANPOWER PROBLEM FROM PAKISTAN.

Have right man for the right job. We command a vast reservoir of manpower skills which is continually being processed and evaluated by our concern.

Dignified dealing is our motto. To achieve good reputation is our sincere desire.

Please contact us to fulfill your requirement of manpower in all trades from Pakistan.

ALSAEIDI TRADING EST.

MEDINA ROAD, JEDDAH

TELEPHONE: 50015

P.O. BOX: 2829

AL-MASHRIQ (OVERSEAS) AGENCIES

86, REZVIA MARKET, NAZIMABAD, KARACHI (PAKISTAN).

TEL. NO. : 0232-KAR

TELEPHONE : 612054 613636

SAUDI TRANSPORT BETON
For lab-tested ready-mixed
CONCRETE
Any quantities—any specifications—
pumped anywhere—competitive prices
Call any time:
49801-44947
ANBAH-TSEKOURAS GROUP

الجدعان
الناشر: الشركة السعودية للأبحاث والتدرية

PAGE 12

Late News

Leyland bitterness grows as U.K. strikes continue

LONDON, Feb. 9 (R) — Strikers built barbed wire barricades outside ailing British Leyland's biggest car plant Friday as the corporation's 100,000 workers grew increasingly divided.

While the barricades were being erected at the Longbridge plant, Birmingham, production men at four other Leyland factories defied trade union militants by voting against strike action.

In Parliament Industry Secretary Eric Varley warned the workers in Britain's latest industrial troublespot the government would not pump more money into state-owned Leyland.

Tel Aviv panel said hawkish on autonomy

TEL AVIV, Feb. 9 (AP) — A government committee studying future Palestinian autonomy in Israeli-occupied territories is recommending that Israel continue Jewish settlement, retain responsibility for internal security and grant only limited power to Palestinians, Israel radio reported Friday.

Israel's army would be "the source of authority for the autonomy," the unattributed radio report said.

There was no official confirmation, but the contents indicated Israel will take a tough position at the outset of autonomy negotiations that will follow the signing of any peace

to finance a long strike. "British Leyland cannot sustain a long strike, nor can the government sustain a long strike on the basis of providing further public funds," he said.

Industrial unrest rumbled on elsewhere in Britain with unions stepping up strike action against the already stretched National Health Service.

In London private contractors were called in to move some of the stinking rubbish which has piled up because of a garbage collectors' strike.

There was some other good news. Water workers appeared closer to clinching a wages settlement and despite Thursday's

If he thinks the job is well paid at \$96 a week hospital workers in his Welsh electoral district at Cardiff say they'll call off their strike.

"If at the end of that week he still felt that 8.8 per cent was a reasonable offer, we would review our position," said union officer Derek Gregory, whose public service workers union seeks a basic wage of \$120 a week for its 1.5 million members up and down the country. That is a 42 per cent increase on their current base of \$84.

The Labor government has offered them a maximum 8.8 per cent in a bid to hold down inflation.

The result is a series of strikes and go-slow involving not only hospital workers but ambulance drivers, gravediggers, school custodians and cooks, garbagemen and city laborers.

Despite pledge last March

Rhodesia may be hanging guerrillas

SALISBURY, Feb. 9 (AP) — A black minister in Rhodesia's Transition Government Friday indicated for the first time that hangings have still been secretly carried out since the interim government was formed last March.

Black aides to the Transition Government reported in March that part of the deal was a halt to executions of guerrillas.

In parliament Friday, Justice Co-Minister John Zindoga denied any pledge had been made to stop hangings.

But he refused to confirm whether eight black civilians, convicted under martial law of unspecified crimes, had been or were about to be hanged.

Citing past policy of not disclosing details of executions, the minister said in answer to a black member's question about executions: "We will not tolerate banditry and terrorist activity which can and does result in the death of innocent men, women and children."

The death penalty, he asserted, was a deterrent that could only prove effective if applied.

He said the government had to correct impressions that hangings had halted.

The agreement of March 3 was not intended to end and does not protect criminals and especially terrorists from the consequences of their criminal conduct," he said.

Two black civilians convicted of recruiting or helping black guerrillas were hanged in the last three weeks, according to church sources and relatives of the victims.

Two other black civilians, convicted by secret military courts under martial law that covers most of the country, were executed in December, prison sources said.

Nine other blacks convicted of guerrilla-related capital crimes are in death row awaiting execution, prison sources said.

Also in Salisbury, the military said Friday black bandits armed with real and imitation weapons and posing as guerrillas Tuesday night raided a Rhodesian tourist hotel.

They burned down an American staff compound at the Mountain Lodge Hotel in the Vumba mountains of eastern Rhodesia, looted the premises and fired a shotgun at the white manager and his wife, slightly wounding the man, po-

Uganda launches cleanup of Kampala 'subversives'

NAIROBI, Feb. 9 (R) — Ugandan authorities have been cracking down on what the official radio calls subversive elements in and around the capital.

The crackdown follows widespread acts of sabotage last weekend which cut off power supplies and plunged parts of Kampala into darkness for several days.

Uganda radio, monitored in Nairobi, said security forces carried out a major operation to check on the subversive elements early Friday morning.

Brig. Isaac Malyamungu, whose title is general staff officer-one, was quoted by the radio as saying the aim of the operation was to remove wrong elements from within Ugandan society.

The brigadier, a close advi-

ser to President Idi Amin, said the operation was a success and had now ended.

But in Arusha, Tanzania, exile sources said Friday Ugandans fighting to overthrow Amin have 1,500 guerrillas in the country, and are helped by high-ranking members of the armed forces.

These officers provide valuable information and help in providing arms for the dissidents, according to the sources, who are close to members of the dissident group calling itself the Save Uganda Movement.

The SUM, which claimed responsibility for bomb explosions in Kampala last week, is planning new activity including assassination of members of the Amin regime, the sources said.

Two Arabian Peninsula oil fields found

ABU DHABI, Feb. 9 (SPA) — A new oil field which can produce more than 5,500 barrels a day was discovered eight kilometers north of Dalma Island, in the western part of the coastal region of Abu Dhabi, according to official sources.

And two small fields were discovered in Dhofar, in the south of Oman, a well informed source said Thursday in Muscat.

Cement-On-Tap

Lease a silo or many and you can have fresh, and dry quality cement on your worksite anytime you need.

JEDDAH CEMENT CO. LTD
TEL: 54181 TELEX: 40122 REDEC SJ.
JEDDAH SAUDI ARABIA



EAST MEETS WEST Soviet national coach Viktor Tikhonov talks to his team before meeting the National Hockey League All-Stars at Madison Square Garden Thursday night, the first of a three-game series. The Soviets lost 4-2. (AP wirephoto)

Dazzling Keegan carries England past N. Ireland

LONDON, Feb. 9 (R) — England, inspired by the effervescent skills of Kevin Keegan, crushed a bewildered Northern Ireland 4-0 in its European Championship Group One qualifying soccer match here at Wembley Thursday night.

Keegan, European footballer of the year, headed England into a 1-0 half-time lead and then inspired a three goal blitz in 18 minutes after the interval.

England's commanding victory swept it to the top of the group which also includes Denmark, Bulgaria, and the Irish Republic.

Reaching the final stages in 1980, where it would be joined by hosts Italy and six other qualifiers, looks virtually assured — as long as Keegan stays fit and in such breathtaking form.

Northern Ireland was taken apart with clinical precision. Manager Ron Greenwood has built his new England team with an emphasis firmly on attack and Keegan, a revelation since his transfer from Liverpool to West German SV Hamburg two years ago, is the man to transform Greenwood's ideals into reality.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

was postponed until Saturday.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the fat post.

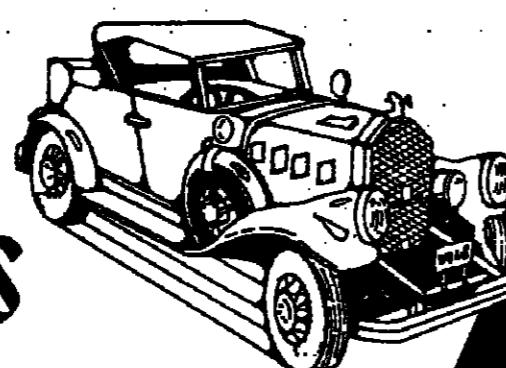
Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, hoisted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A

scheduled Group Two match

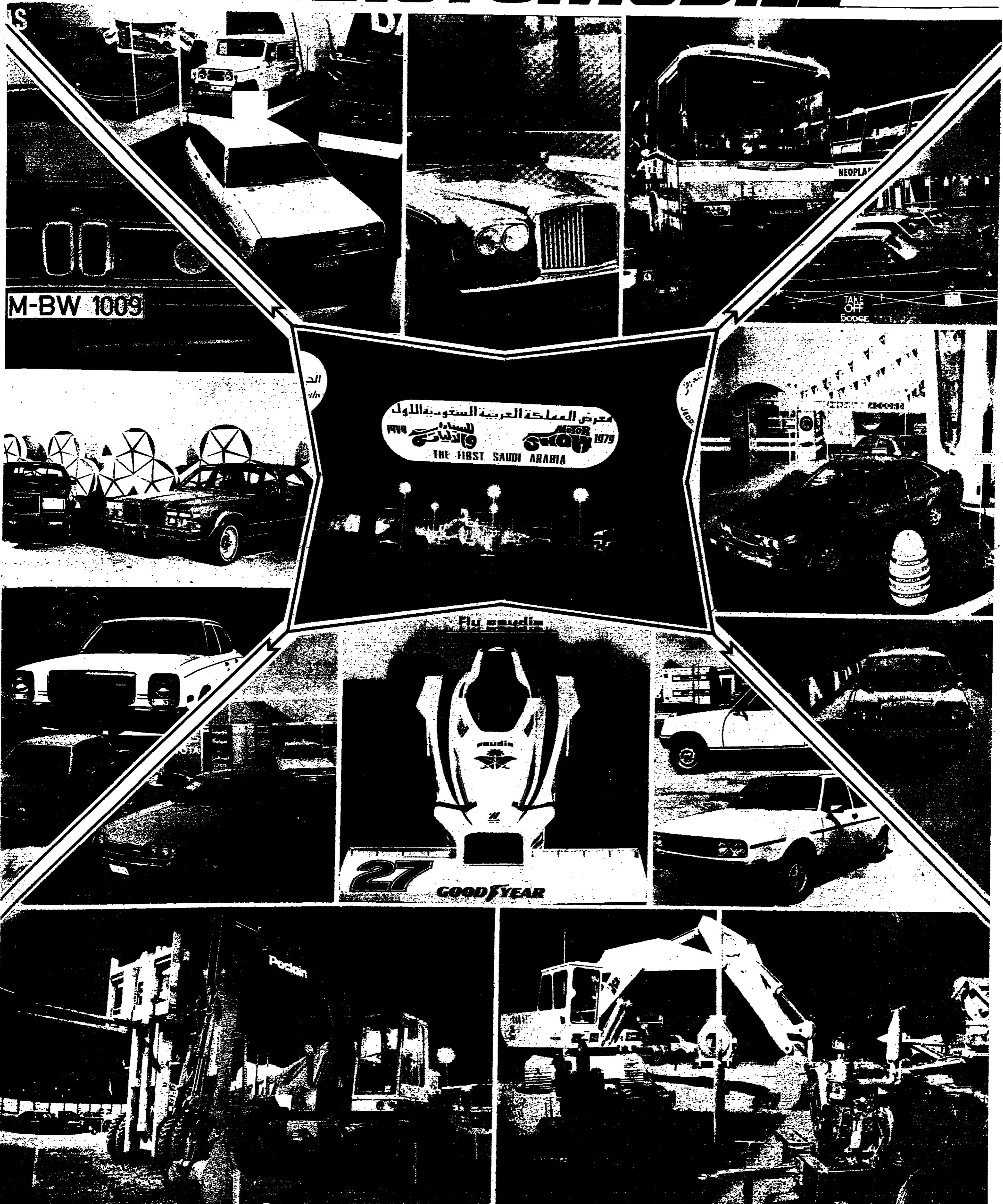
was postponed until Saturday.

arab news



AUTOMOBILE

Supplement



Motor Show:**Launching 1979 world models**

By Elias Haddad

Industrial shows are signs of economic development and social progress.

In a narrower sense "the show" is everywhere. Grocers, tailors, shoemakers and so on, display their goods, not to boast of as much as to introduce the customer to and meet his requirements.

Motor shows are no different, except that they bring in the latest of new technology and at a reasonable price, when one considers the man-hours worked and huge funds spent to produce an item that will win the taste of the client.

Jeddah is increasingly becoming a venue centerpoint for such technological demonstration.

Today, one can walk in, instead of going to London or Paris, to see a motor show which drew more than 30 international companies to display their products genius at the First Saudi Arabian Motor Show off Palestine Street.

American, European and Japanese 1979 models along with spare parts, oils, buses, trucks and heavy equipment related to the automotive trade go on display for two weeks starting Feb. 8

The show, organized by Al-Harithy in cooperation with Sport Auto, offers visitors a "surprise" two Formula One cars, the world's racing vehicles, are also on display, sponsored by Saudi, the Kingdom's flag carrier and McLaren.

The organizers, who claim the motor show will attract more than 200,000 visitors, also say that top company executives and racing aces are in Jeddah as a further demonstration of the importance of the event.

For those who want to gather a better impression of the auto industry can see films at the Jeddah Dome at night.

The show, set up on a 50,000 square meters, has a covered area of 4,000 sq.m. and an open display area of 12,000 sq.m. — dimensions that make it meet international standards.

The event, organizers say, "is the most important motor show in the Middle East held in the last four years."

When the first ever motor show was held in Paris in 1898 people were fearful of the new "machine", but sooner they realized its importance — economic and social progress followed — much to the credit of the new invention.

Realizing the importance of the vehicle the Saudi government began to build roads and in less than 15 years the roads built rose from 4,000 to 19,000 kilometers. Similarly the number of cars on the roads rose dramatically.

Two years ago the Saudi investor took a major step towards the auto industry, and the first truck assembly plant was set by Juffali brothers and Mercedes Benz in Jeddah.

Industry sources meanwhile give a rosy future for the Saudi car, considering the country's economic potential, in addition to being the second importer of some Japanese cars after the United States in 1977. Hence the interest of international companies, including General Motors, Nissan, Honda and some European car manufacturers to establish assembly plants in Saudi Arabia.

The role of the Motor Show is then not inconsiderable, for it is the best way of introducing the consumer to a wide and new variety of cars to make his choice.

**Car repair can be fun over weekend**

By a Staff Reporter

Perhaps the best advice for motorists in Saudi Arabia is not to exhaust, or abuse their cars — only to save themselves trouble of costly repair and chasing spare parts.

Continuous instructions to private chauffeurs over keeping the car in good working condition will also serve good.

For mechanically-minded people engine tuning or replacement of spares and simple repair can be fun over weekends, and the more the motorist repairs his car the more he learns about engine trouble.

The car manual is a good source of information for maintenance. For those who are not satisfied, specialized books, such as Chiltons and Peterson's, printed in the United States, can prove an indispensable book of the motor-

ist's library. For a motorist who cannot dispense with a car he uses, one of these books can eventually help him to become his own mechanic and create confidence in his car with lots of money and time saved.

Spare parts and repair are

available here though not to the satisfaction of the car owner.

The level of repair is generally poor and expensive, i.e. replacing a set of spark plugs costs up to 40 riyals, fan belt 65 riyals etc. and whose prices are a little less than the labor cost. Also body repair for a few dents costs three or four times more than European standard.

Jeddah shops are full of spare parts but the difficulty is how to find them. Big car dealers have organized accessories shops and the customer is served well. However a certain spare part may not be

available, and the customer has to go to smaller shops who might not be interested in selling a low-priced item.

The customer then has to approach him at an opportune moment when the dealer is not heckled by others.

Generally, car importers carry their own spares or appoint agents who stock spare parts for them. As new models come in and older ranges are dropped, the spare parts of the older ranges find their way into the hands of scores of spare part dealers, whose shops are clustered round the Bab-Mecca area — to the right of the Meridien Hotel in Jeddah.

There, one can buy spares for anything that travels on wheels.

An alternative source of spare parts is to be had from crashed new cars. Jeddah has two major junkyards. The biggest, where hundreds of crash-

ed cars are stacked, is at Kilo 11, on the new Jeddah-Mecca road.

It is known as Al Nahdi and the cars there are in varying stages of decomposition and cannibalization. Volkswagens and small Japanese cars balance on top of American cars, and crashed, dented and bent yellow taxicabs dot the large sandy yard.

Al Nahdi, also the name of the owner of the junkyard, is a tough dealer whose prices are little less or equal to new spares. He knows that the customer has come to him after the former had exhausted himself in Bab Mecca chasing a particular item.

Al Nahdi has good memory

for items where can be found despite the large number of cars, and he directs his men to any corner of the hillside junkyard to dismantle a particular spare part. Sometimes

he asks the customer to do that and who should have his own mechanics tools to remove the item.

Al Nahdi acquires the crashed cars from municipal or government auctions and from people who give up their old

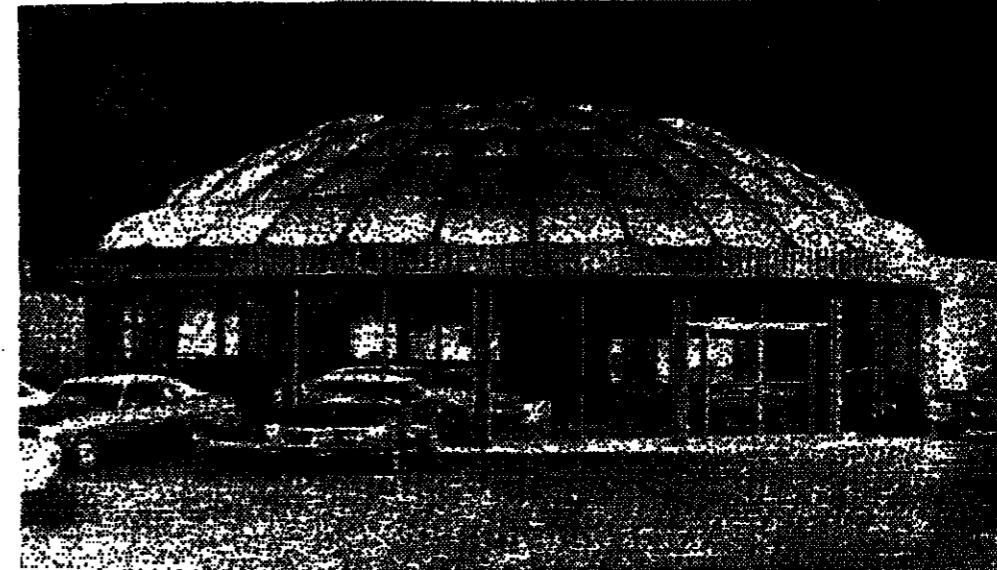
or crashed cars.

The other junkyard is at the western end of Macaroni Road. Though smaller in size it is

frequented by customers for being closer to the city than Al Nahdi.

**BUTLER**

Show rooms*Service areas*Spare Parts*Offices All under the same roof with the Butler Systems



Hundreds of Automobile Dealers world wide have used the Butler System for their building needs.

So why not let your future Automobile Facility be a Butler Building?

Our professional engineers will design and build your project.

Our philosophy is to give you the best functional facility for your money.



Give us a call:

الشركة السعودية للمباني الحديثة

Saudi Building Systems

A JOINT VENTURE OF JUFFALI & BUTLER

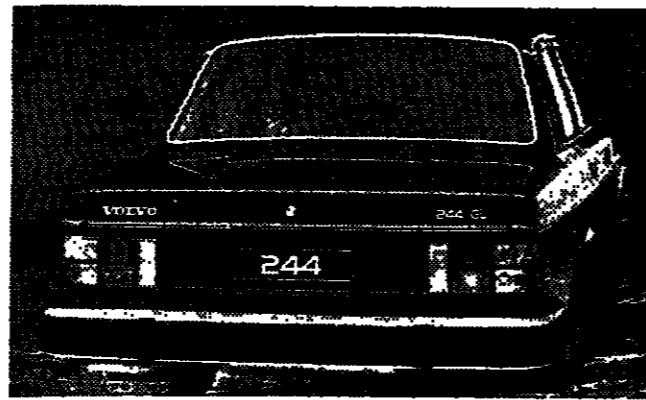
JEDDAH
RIYADH
DAMMAM

P.O.BOX 4980 TEL: 58749
P.O.BOX 86 TEL: 60230
P.O.BOX 24 TEL: 45838

The new Volvo 1979

*Looks different. Feels different. Is different!
The car with Dynamic Safety!*

Dynamic Safety – that is a summary of what the new Volvo gives you in the form of built-in safety and real driving pleasure. This car acts as you expect it to do, also at high speed and in unusual situations. Combine this active safety with liveliness and driving enthusiasm – and you'll get Volvo's DYNAMIC SAFETY.



- New front with rectangular head lamps.
- Complete new rear design of boot and tail lights.
- Now standard on all models, improved factory fitted air conditioning. Power steering on most models.
- Roadholding is now even closer to perfection by a modified wheel suspension system.
- New exterior colours, including four metallic.
- New luxurious cloth and plush upholstery.

244DL Well equipped and comfortable. And, of course, air-conditioned. Famous for safety and reliability. Eight exterior colours and now with new cloth upholstery.

264GLE Quiet V6-cylinder engine. The smooth executive car with all thinkable options as standard equipment.

244GL Still more luxurious version for more performance. Improved power steering now standard equipment. Four new metallic colours available. New cloth or vinyl upholstery.

245GL The popular spacious Station Wagon with full Volvo GL Sedan comfort and features.

244GLE The most exclusive 240 – model with 123 hp (DIN) fuel injection engine for that extra power.

All with 12 months warranty, regardless of mileage. Well established service facilities with skilled Volvo-specialized mechanics. Full spare parts stock.

VOLVO

Put your trust in it!

Abdulaziz Ali Al-Mutawa

Sole Importer Saudi Arabia

Riyadh Tel: 20828

Al-Khobar Tel: 42871

National Auto (Jedco)

Auth. distributor Western Province

Jeddah Tel: 33254

Car auction is a permanent 'local show'

By a Staff Reporter

The "Hara," or auction is where one can choose, buy and register officially a used car in about half an hour.

Starting from Mecca Road, Kilo One, the auction places are recognizable by fluorescent illumination and crowds of taxi drivers leaning on their mini-cabs in the early hours of the evening auction.

The process in an old Arab tradition for selling-buying live stock and other goods.

Before the vehicle was introduced into Saudi Arabia there was the camel auctioning, though it is still practised in villages, the car has taken over the camel in towns and cities, and the process is thriving.

The auction place is the meeting point of two sides, the car seller after a good price — the car buyer after a good bargain.

Every place has an auctioneer at a time who acts as a go-between, heckling the crowds to buy, heckling the owner to sell even below the prearranged reserve price.

As excitement mounts and the final bid is accepted, the auctioneer then proceeds to heckle both parties, seller and purchaser, to get the deal finalised on paper before either changes his mind so that he

loses his commission.

The car seller and purchaser often look quite dazed after a completed deal, almost as if both parties had got a little carried away in the excitement of the bidding.

Most car auction areas are government controlled with one man appointed for each city and town to supervise all the auction areas in his location.

He in turn appoints agents to run each auction area within his jurisdiction. Each auctioneer must get permission from the supervisor with an endorsement from the municipality who grants the licences.

Auctioneers receive SR 200 commission for every successful sale over SR 1,000 and below SR 20,000. Some auctioneers on the Mecca Road which appear not to be government sponsored take a SR 200 commission for sales up to SR 10,000, and SR 500 commission for sales over that.

Depending on his sales patter, an auctioneer can make between SR 600 and SR 1,400 per day.

After the successful bid has been made, buyer and purchaser adjourn to an office run by two officials employed by the auction area agent. Here the two parties sign a contract of agreement, car pa-

pers and money are exchanged officially and commission paid in the presence of the agent's officials.

Generally, the "hara," begins each evening at 4.00 pm ending at 7.00. Thursday and Friday are the big selling days.

When a car is brought in, the prospective seller confides in whispers to the auctioneer. The bonnet of the car is lifted, the engine is started and revved up to a deafening peak. This is not only an indication to bystanders that a session is about to begin but may also demonstrate the strength and condition of the engine.

Bidding begins. At SR 2,000 for a car expected to fetch SR 4,000, SR 5,000 for a car expected to reach SR 7,000 to SR 8,000. If the bidding is not to the seller's liking, he will climb into his car and drive away.

The prospective car purchaser may only sit in the driving seat, watch the engine or, at most, run the engine while a friend crouches at the back of the vehicle to see if any smoke is coming out of the exhaust pipe.

Sometimes a seller, not wishing to pay the auctioneer his commission will approach individuals in the crowd and

offer to sell his car privately, this being parked conveniently nearby out of the auction area.

Although this practice is not really permissible, it happens. A prospective buyer is tempted to look at the car, knowing that at least he has a chance to really test the car by actually driving it.

"You have to be careful and know about cars when you come here, whoever you buy from," warned one private car seller.

A professional car dealer who attends the car auctions daily and makes a living out of buying and selling at the auctions has been in the business for twelve years. "It is profitable," he admits happily.

He estimates that the most popular cars at the car auctions are Japanese made (with four doors as two-door cars are unpopular because it is "inconvenient for lady passengers to get into the back seats.")

The American 'Caprice' and Buick sedans and German cars are highly esteemed. Brand new Mercedes cars sell for a higher price than in the show room.



How to help at an accident

By a Staff Reporter

1—Warn traffic

Park your car safely. Switch on four-way flash indicators or headlights. Run to the side of the road that is blocked to wave traffic down. Stop traffic in both directions if casualties are lying on the road. At night wear light clothing, wave a torch and shine your headlights on the crashed cars. Do not stand with your back to oncoming traffic. Do not walk across the lanes of a motorway.

2—Make a crashed car safe

Turn off the ignition. Disconnect the battery if there is any short-circuit. Apply the handbrake firmly. Stop everyone from smoking in case of petrol leaks. If you see flames or smoke, get the occupants out as quickly and carefully as possible. Do not move casualties before experts arrive unless there is real danger, such as fire. Do not allow anyone to run about if his clothing is on fire. Lay him down and smother the flames, or roll him over quickly to prevent flames from reaching his face. Do not allow any casualty to keep on petrol-soaked clothing. It might ignite later.

Remove it or cut it off and cover the casualty with a coat or blanket.

3—Attend quiet casualties first

(a) When breathing stops
Inspect the quiet casualty first. Listen for breathing by putting your ear right against a casualty's mouth. If the casualty is blue in the face or is not breathing, lift the chin and tilt the head back. If breathing does not start immediately, clear any obstruction from the mouth, such as dentures, and start mouth-to-mouth respiration.

(b) When a casualty is unconscious

Turn an unconscious person on to his side carefully. This is called the recovery position. Remove any dentures. Lift the chin to tilt the head back. Keep the mouth clear. Do not leave an unconscious casualty lying on his back. Do not leave an unconscious casualty alone.

4—Treat casualties who are bleeding

Cover the wound with a dressing or a clean handkerchief. Press firmly and evenly over the dressing to control bleeding. Maintain the pressure with a bandage or ask the casualty to

press on it. If possible, raise a bleeding arm or leg. If blood soaks through the first dressing, put another one on top of it. If there is glass in the wound, press around the wound edge, not over it. Do not tie a tourniquet around a limb. Do not disturb a dressing. Do not put cotton wool or lotion on to a wound.

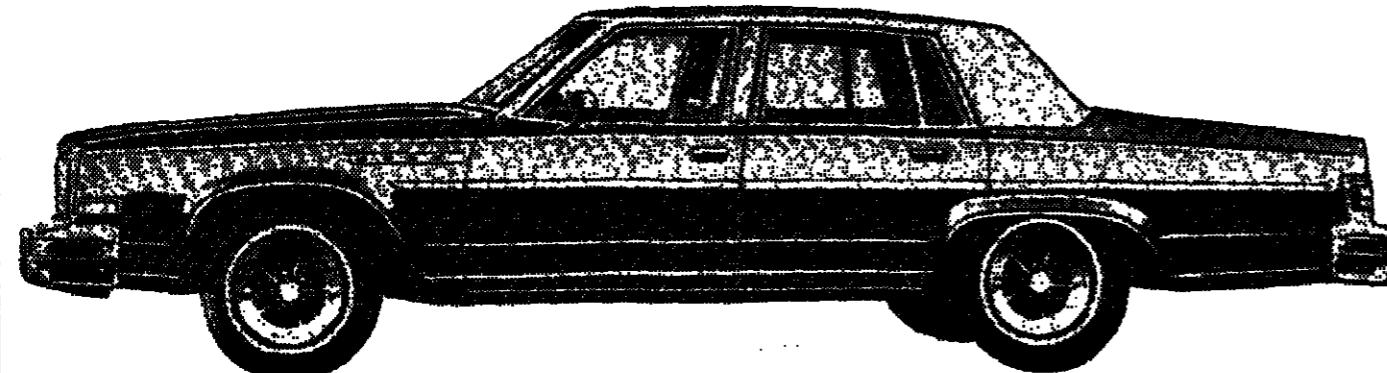
5—Attend conscious casualties

Ask the casualty where he feels pain. Feel gently for painful areas. Apply a bandage or sling if necessary. Reassure the casualty that help is coming. Do not move an injured person. Do not allow anyone to bundle a casualty into his car and drive off to hospital. It is always better to wait for an ambulance. The casualty can then be planned on a stretcher and treated on the way to hospital. Do not give tea or other drinks to casualties. If you do, it would mean a delay of up to four hours at hospital before an anaesthetic can be given. Do not tilt a car if anyone is trapped under it. Tilting may cause another part of the car to press on a casualty, or the car may slip over and cause more injury. Treat him where he is until expert help arrives.



Get Your New Buick from Zahid Motors

and get a first class car
with first class
after-sales service



See this new Buick Park Avenue at the First Saudi Arabian Auto Show and see the full range of 1979 Buick Models together with the Isuzu Range of vehicles at our showroom at Kilo Five, Mecca Road.



Zahid Motors
& Imports Co., Ltd. Jeddah

Kilo Five, Mecca Road Tel. 77586



Tomorrow's cars today

In
AVIS

**we've
got it
all**

AVIS

RENT A CAR

JEDDAH:
H.Q. Khalid Bin Walid Street
P.O. Box. 1271—Tel: 52930
Telex: 401384 BEST SJ.

BRANCH:
Kandara Palace Hotel
Jeddah International Airport.

RIYADH:
Head Office: 63909
YAMAMA Hotel.

Traffic development dwarfs police efforts

By Elias Haddad
Except in Oman and the United Arab Emirates traffic is a phenomenon of Arab disorganization when compared to that in the developed world. Visitors to the two Gulf states raise eyebrows over the discipline or "fear" of the tough but well-trained and respected patrolmen.

To the ordinary motorist, however, progress made by the traffic department here does not seem of much importance.

Like any other Saudi sector traffic is developing, and it invites eyebrows as well. Ten years ago there were only

Abdul Karim summarized the problems as mainly administrative.

He told Arab News Car Supplement that Jeddah had a year ago one Traffic Department. Today it expanded to six, the patrol units also increased from ten to 40 in the same period, and next year they will rise to 70. Maj. Abdul Karim stressed that internal organization should be completed first and before "we make full presence on the street".

He said traffic department is not responsible for installing signal lights, and road development.

"Various other departments are involved in such work, including the municipality. Our job is limited to following up and pushing these projects towards completion".

Traffic violators are sent to prison for five days or a maximum fine of 300 riyals.

"Currently a special prison for traffic violators is being built in Jeddah". Abdul Karim added.

He declined to give the number of violators or accidents. Recent local reports however put the number at about 12,000 sent to jail last year.

There are no statistics for road casualties either, but latest official figures showed that 15,700 accidents took place in 1976 and 11,600 injured.

Death toll was 1,975 in the same period all over the Kingdom.

Road development meanwhile promises motorists here to be one of the most sophisticated in the world.

According to Security Director Gen. Fayed Al Oufi a plan is being studied to cover the Kingdom's road network with a closed television circuit.

Work on the circuit, which has already begun in the Holy Places, will spread to other congested areas to include Medina, Jeddah-Taif, and Taif-Riyadh roads. In addition there are mobile units equipped with television cameras to help control and direct traffic.

When completed the closed TV circuit project will be one of the biggest security plans in the country.

7,600 kms of roads—today Saudi Arabia boasts of a 19,000 kms network, the longest in the Arab world.

Two other facts dwarf any human effort required: first, to face a tribbling number of cars from 300,000 to 900,000 in the last three years and second, the transportation of an average of one million pilgrims to Mecca every year.

It takes more than five months every year of policemen duty, day and night, and in climatic conditions where non-Saudi counterparts would either quit the job or stage a strike.

What adds to the policemen's headache is the driving habit of motorists who are mostly drawn from Asian and African countries and who had no proper training.

On the organizational level Traffic Director Maj. Assad



Maj. Abdul Karim during interview



Fined! Policemen check the validity of the motorist's papers.

STOP!

لتحذير السائقين والخطر DANGER AND WARNING SIGNS



الإشارات الإجبارية PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS

الإشارات الإجبارية
PROHIBITORY AND MANDATORY SIGNS



ASTON MARTIN LAGONDA

LAGONDA

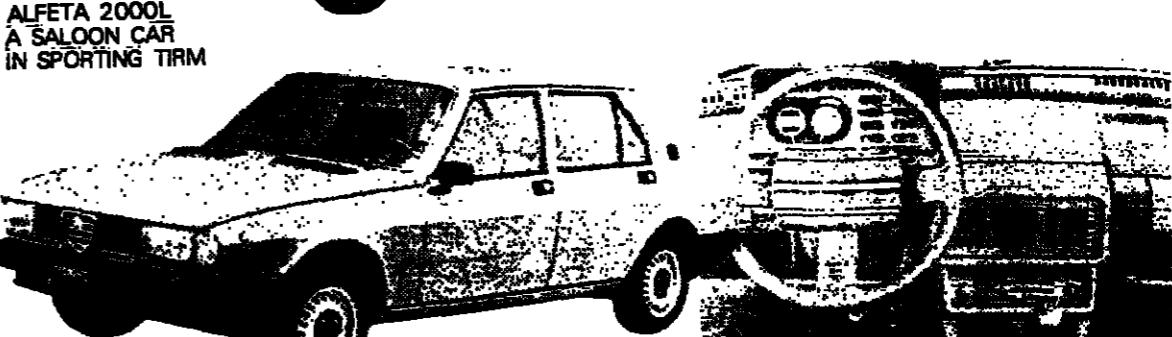
Inside there is leg-stretching comfort for four adults, and around them are the hallmarks of a very special carriage. The front seats have electric adjustments for rake, height, fore and aft, and even the rear seats are individually adjustable for rake. Arm rests incorporating illuminated ashtrays and cigar lighters are located on all four doors, and there is a glass panel above the rear passenger compartment to complement the theme of spaciousness.

The clean lines of the interior are enhanced by the absence of conventional switchgear. Instead, all the controls are operated by sensitive touch switches, from the wipers to the automatic gearbox selection, and from the air conditioning to the windows.

Power is provided by Aston Martin's own V8 engine which can whisper the Lagonda to more than 140 mph, or negotiate heavy traffic at little more than a murmur. With it comes a three-speed automatic transmission or a five-speed manual.



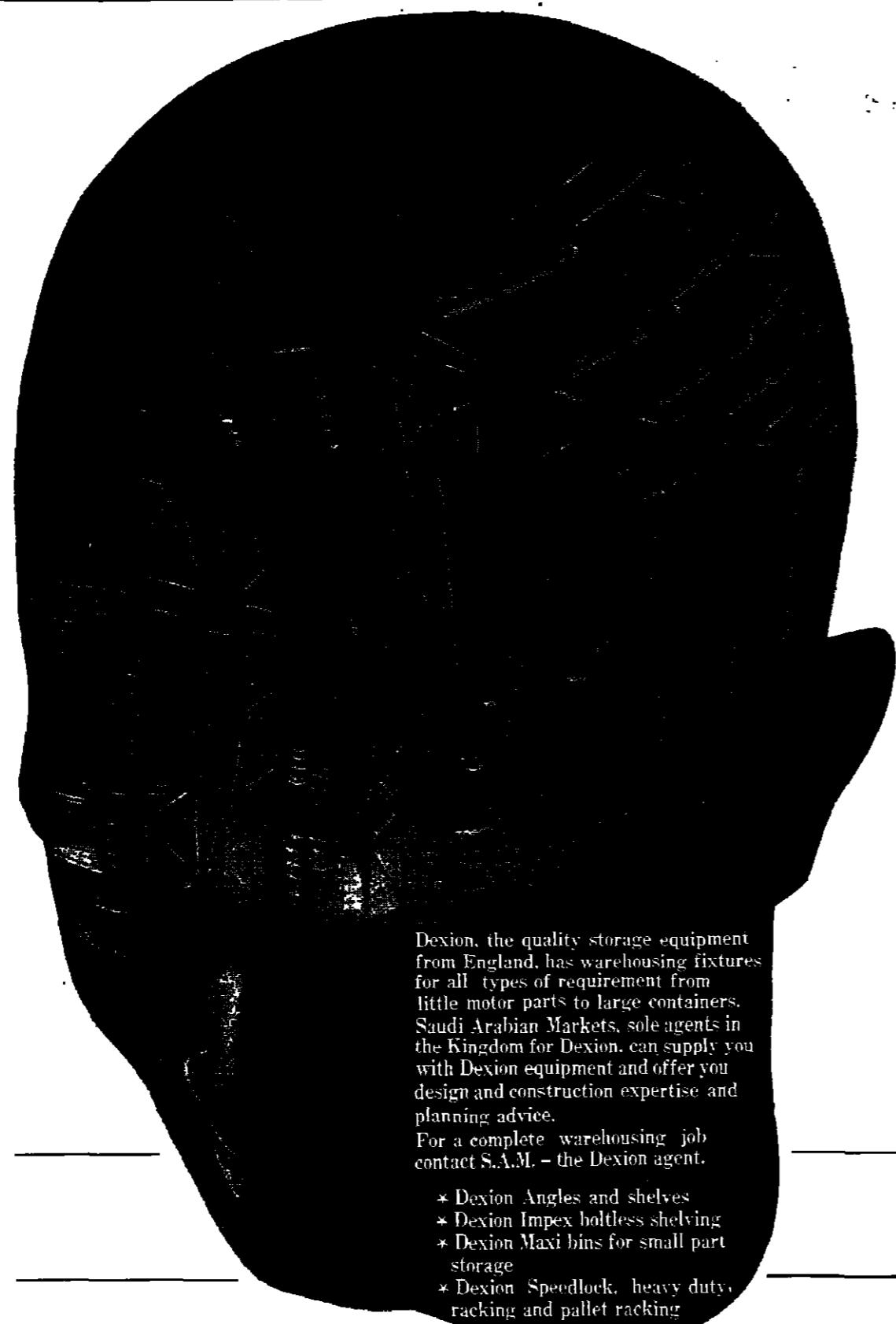
ALFA ROMEO A CAR THAT NEEDS NO INTRODUCTION SAFETY IS A PRIME CONSIDERATION



ALFETTA 2000
A SALOON CAR
IN SPORTING TIRM

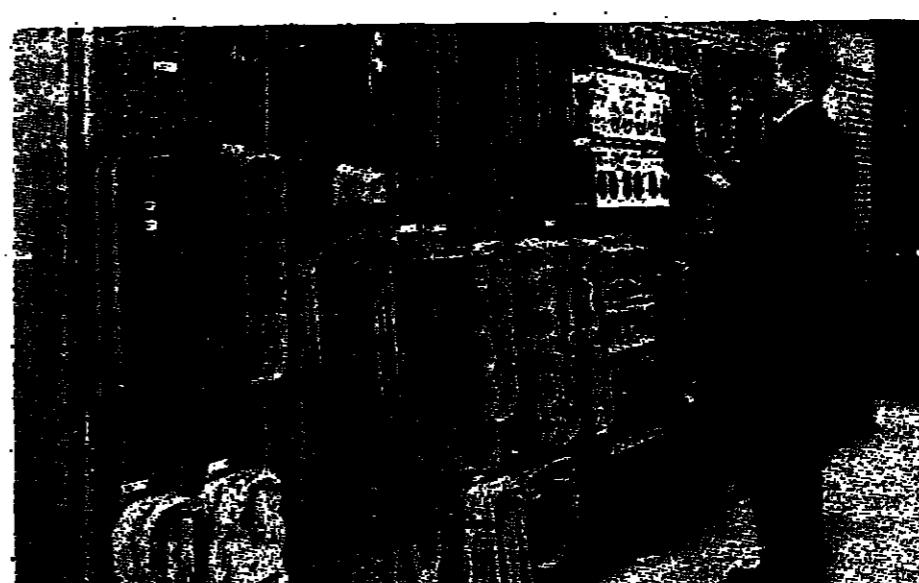
GIULIETTA
A STRUCTURE
BUILT TO LAST

ALFETTA GTV 2000
A SPORTS CAR WITH THE
COMFORT OF A SALOON



for motor part or any
kind of warehousing depend on

DEXION
Lansing Bagnall
storage and materials
handling equipment



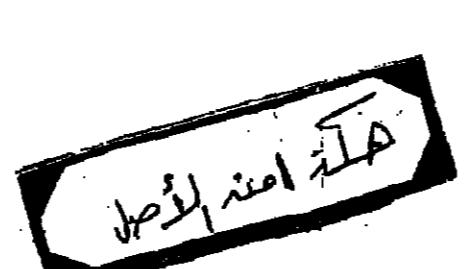
JEDDAH
Charles Adams
P.O. Box 45 3274, 23140

RIYADH
Richard Emerson
P.O. Box 246 27828, 27860

AL KHOBAR
Brian Miles
P.O. Box 56 Dhahran Airport 34116

SAUDI ARABIA IMPORTERS

Cables: "MARKETS" All Branches Head Office: Jeddah





ROLLS ROYCE

The manufacturers of the world's finest automobile

Rolls-Royce Motors Intl, SA awarded a hand made gold watch crafted in the shape of a Rolls Royce radiator grill to Saudi Arabian Markets - Distributors of Rolls-Royce and Bentley cars in the Kingdom - in commemoration of the outstanding success this Distributor has achieved in 1978.



Sheikh Mohammed Ahmed Ashmawi surrounded by senior staff. From left Mr. Tom Purves, Mr. Mohammed Tamet. From right Mr. Fouad Fahmi, (Assistant General Manager) Mr. Hilmy Ibrahim Al Amry, (General Manager)



Sheikh Mohammed Ahmed Ashmawi Chairman of the Board of Saudi Arabian Markets Ltd, receiving the Rolls Royce award from Mr. Tom Purves for being the best distributor in the Middle East.

Sheikh Mohammed Ashmawi receives the award on behalf of Saudi Arabian Markets. In accepting the award he said that it was as a result of a team effort that his company had been so successful in 1978.

Tom Purves, Manager of Middle East affairs for

Rolls-Royce Motors Intl, spoke of how his company concerned itself with product support.

"We strive to provide the best possible service for our cars and SAM's investment in this area during 78 has been significant."

"Of course sales have improved tremendously and were we able to supply more vehicles our distributors would be even more successful, but delivery especially on the Silver Wraith II, Corniche and Camargue is still a problem".

Sheikh Mohammed commented that he was anxious to continue to invest in the area of service and mentioned the new workshops due for completion later this year in Riyadh. Sheikh Mohammed said that the Rolls-Royce car once considered a symbol of aristocracy had now become the symbol of meritocracy and it was apparent that successful men the world over were turning to the Rolls-Royce car as a personal pleasure.

Mr. Purves commented that his company planned to continue to penetrate all world luxury car markets. "With the support of active franchise holders like SAM and the efforts of our dedicated workforce in England we are well poised to maintain our present success."

SILVER WRAITH



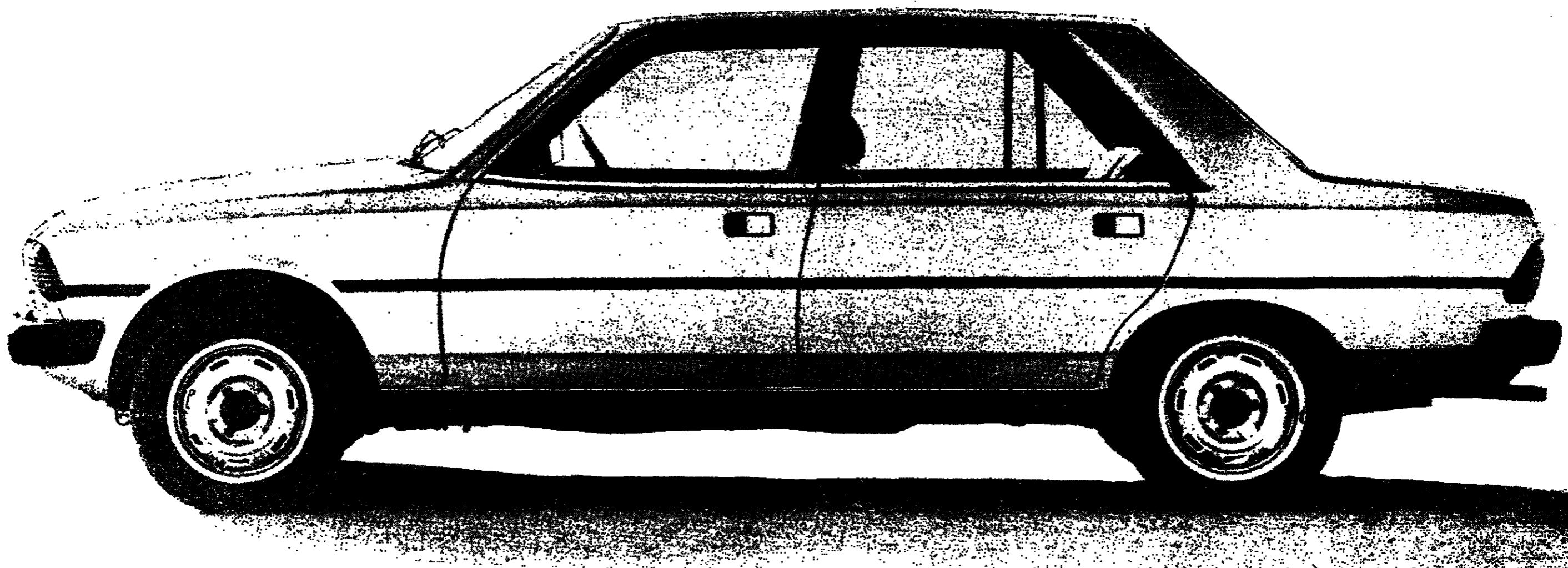
BENTLEY



Saudi Arabian Markets Ltd.
Airlines, Shipping

Box 65 Tel: 23140-23603-32774 TELEX: 401067 MARKETS SJ.

A NEW GENERATION PEUGEOT 305



A totally new car. The fruit of several years of research and development of the best Peugeot Experts. Styling, comfort, safety, all-round economy... and the traditional Peugeot toughness and reliability.

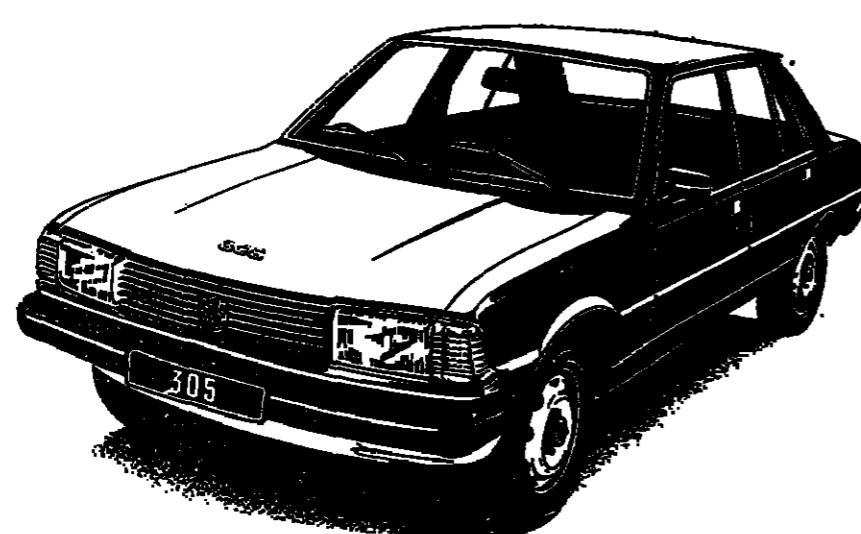
The new 305 is a lot more than just a great car to look at. Beneath its sleek, aerodynamic good looks, it incorporates many new safety features and places an enormous emphasis on driving comfort. For example, our engineers have put a considerable amount of thought into seat design. The 305's front seats hold the driver snugly and securely however sharp the bend and however sudden the stop.

Rethinking the conventional solutions has resulted in particularly efficient ventilation and air-conditioning systems. And thanks to the liberal application of all the latest techniques of sound insulation, the 305's also a beautifully silent car.

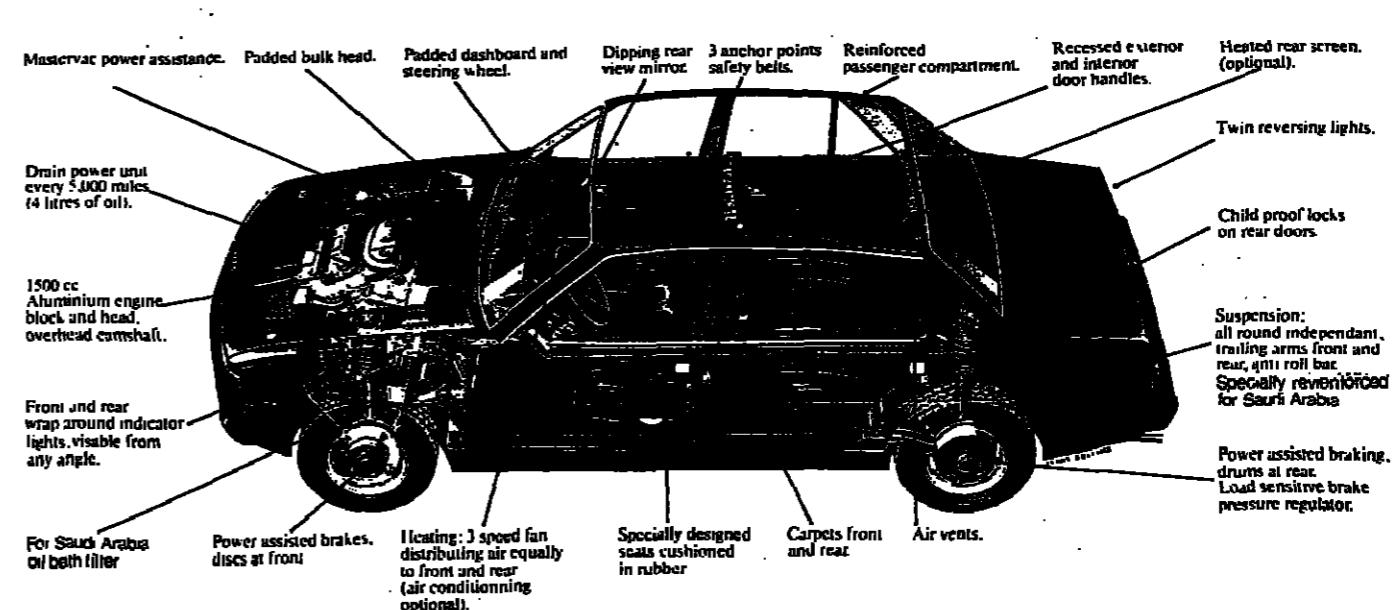
We've incorporated many new safety features into the new Peugeot because at Peugeot we equate comfort with safety. The result: a tremendous feeling of security. Innovations include a crash-resistant one-piece all-steel body shell. More safety comes in the shape of efficient braking and exceptional road-holding.

The new 305—a really beautiful car. And it's still a Peugeot. Which means it has all the traditional toughness people associate with our name.

And remember. Peugeot don't just sell cars. A network of over 8,000 dealers also provide quick and efficient service. All over the world.



 **PEUGEOT**



**MOHAMED NOOR
S. JAMJOOM & BROS.**
GENERAL TRADE & COMMISSION
JEDDAH, KLO. 5, MECCA ROAD
Cable: ALMOTAWAKEL — JEDDAH
P.O. BOX: 12 R.C. 28
TEL: 75497-72168.

**SONS OF HAMAD &
ABDULAZIZ ASSALEEM**
BATHA STREET RIYADH
TEL: 26487 — 27579
P.O. BOX: 12

**AUTO MARKETING
COMPANY**
AL KHOBAR
TEL: 41432
P.O. BOX: 108



Dammam to Amsterdam: By car in eight or eighty days

By Barry Reynolds

It is a six-hour flight from Dammam to Amsterdam. One can read, sleep or, on an exceptionally clear day, catch a glimpse of the Tarsus Mountains and the Alps.

But, until one has pioneered an automobile over those sun-baked or show-capped peaks, stopped to photograph camel herds grazing along Arabia's Tapline Highway and slowed the car midway across Turkey's Bosphorus Bridge, the promise of intercontinental travel is not fulfilled.

Since the paving of the Kaf-Annman highway in 1977, many of the jolts and surprises have disappeared from this 8,000-kilometer voyage. But in traversing the two-continent, nine-nation route, the motorist gains insights into both the diversity and essential unity of the human family.

Beginning at the Kuwait Travel Club in Dammam — where one is wise to purchase a registration booklet and insurance "green card" — it is a tip not to be undertaken without sufficient preparation. Obviously one should have the car checked thoroughly and pack extra containers for gas and water. One is also well advised to secure the green card and registration booklet early enough for them to be processed.

ed — at least one week before departure. The green card allows you to obtain immediate aid anywhere in case of accident. The booklet is your proof of car ownership and has been known to save hours of waiting at some notoriously inefficient borders. Before buying the booklet, (cost: SR 700, of which SR 500 is refunded when you return to Saudi Arabia) you must produce a letter from your employer attesting that you are, in fact, returning. All this is very routine and can be accomplished in an hour. The official agencies representing the government often change, so inquire with a travel agent or call the Kuwait Travel Club in Dammam.

From the beginning of the Tapline at Nu'ayriah to the Saudi-Jordanian border 1,600 kilometers away is an oppressively straight road. It is not without its surprises, however. One should rest frequently and be wary of road-straddling camels at night.

There are just enough gas stations to cover the vast distances between towns. It is wise, therefore, to stop for fuel whenever one spots a station. Don't be afraid to eat at one of these outlandishly lit-truck stops. The food can be surprisingly good — especially so after the long drive. The adjoining outdoor coffee bars often contain cushioned benches, five feet off the ground, that are delightfully plush. Western women are welcome at these truck stops, as are children, who are afforded superior hospitality.

It was once remarked by an English traveler that Middle East border crossings are only one stop short of hell. This need not be so, but certainly patience, good timing and a healthy sense of humor go a long way.

At most crossings there are separate lines for cars and trucks. Be sure to look ahead far enough to ensure that you are in the correct line. The motorist confessed that his group had waited seven hours behind a line of trucks at the Syrian border last summer before he even saw the customs officials.

By driving at 80-100 kilometers an hour one can reach Amman from Dammam in 16-20 hours. There is a well-preserved third century A.D. Roman amphitheatre located in the center of Amman that is worth visiting. It stands behind the Philadelphia Hotel near the central mosque.

From Damascus northwards the traveller notices the desert giving way to gently undulating hills of a russet hue. But upon descending the Tarsus Mountains on the road to Ankara one is struck by the utter vastness and riot of changing colors that are Turkey's hallmark.

Farmers sell their produce

— cabbages as large as watermelons throughout melons and grapes in hand-woven baskets — while clear

mountain streams run parallel to the highway.

Turkish campsites, called Mo-Kamps, are the best in the Middle East and are operated by the government. They provide every service from hair styling to automotive tune-ups. The latter is done while you wait or overnight and costs approximately \$10. It is advisable to have this done after the prolonged desert and mountain driving that the car has been subjected to. At the very least one should buy oil and change it oneself.

Most motorists take at least two days to drive through Turkey, but a week wouldn't skim the surface of what that diverse country has to offer. As in Arabia, however, it is best to fill up at every gas station for supply trucks are often slow to reach outlying areas. A note of caution about challenging these fuel or trailer trucks — don't. There's a war raging between Turkish and European transport drivers over control of these cargo routes and innocent motorists are often caught — literally — in the middle of the fray. A peppy passing gear in one's car is invaluable on Turkey's one-lane, mountainous roads where a few seconds can be crucial.

Veteran travellers of this route — some do it annually — are not afraid to stop for a night or two. On the left-hand side of the main Damascus-Homs highway lies a lovely private campsite. It sports a swimming pool, plentiful greenery and a cafe-restaurant. Fees run about \$4 per night and the managing family will happily provide you with a map of Damascus and many helpful hints on what to see — and avoid — in that city. Look for the sprawling covered Souq, called Hamidiyah. It is the oldest, continuously-operating urban marketplace in the world.

From Damascus to the Turkish border is another 7-8 hours' drive. A short detour to the ancient city of Antioch — an important Roman stronghold as well — is always interesting. It is best to time crossing the Syrian-Turkish border by three a.m., when the guards often close the gates until seven or eight in the morning.

From Damascus northwards the traveller notices the desert giving way to gently undulating hills of a russet hue. But upon descending the Tarsus Mountains on the road to Ankara one is struck by the utter vastness and riot of changing colors that are Turkey's hallmark.

From Greece northwards — if one chooses the Greek over the Bulgarian route to reach Yugoslavia — border crossings become increasingly the simple procedures they ought to be. All European countries, however, demand that the driver carry auto insurance, for which the green card will suffice.

The Greek route to Belgrade is slightly longer but less trying than the Bulgarian, whose officials often demand exorbitant taxes of non-communist motorists. Clean and reasonably-priced campsites (\$2.7 per night) can be found from Greece to Amsterdam. If one has the time, a car ferry at Keramoti, Greece, will take you to the island of Thassos in less than an hour for about \$30.

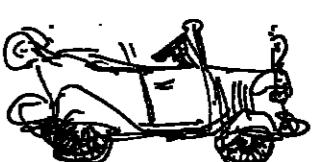
Like Turkey, Yugoslavia is vast and diverse, comprising a number of regions that were nationally autonomous until recently. One has two choices here by which to reach Austria from Skopje. The Adriatic route that passes through Dubrovnik is awesomely scenic with roads that skirt the sea from a height of 200 feet in some places. That road, however, is mountainous and narrow and takes at least an extra half-day's drive. The alternative route which cuts through the center of Yugoslavia and passes Belgrade is faster but not nearly so scenic. People making the round trip from Dhaman often split their Yugoslavian itinerary so as to see both routes. National Geographic Magazine named Dubrovnik, "the most authentically preserved Medieval town in Europe" and the English playwright, George Bernard Shaw, called it "the pearl of the Adriatic." Both appellations are well deserved, for the Dalmatian coast is un-

like any other in the world.

North of Yugoslavia, through Austria and Germany, the choice of possible routes to Amsterdam are too numerous to list. There are hundreds of campsites to choose from, though the ones which lie outside small villages are less congested and offer greater possibility for social exchange.

The most complete and accurate European camping book we found was Rand McNally's folio edition. As well as separate road maps of each region, it includes very detailed charts of the services each campsite offers such as swimming, restaurants, hot water and nearby grocery stores. It is updated annually and welcomes entries from motorists themselves.

In the past 15 years the deserts have been halved by pipelines, straits bridged and mountains made humble by superhighways. Yet in the variety and infinite possibilities for social exchange that much a trip offers, it is humanity itself that is ultimately humbled.



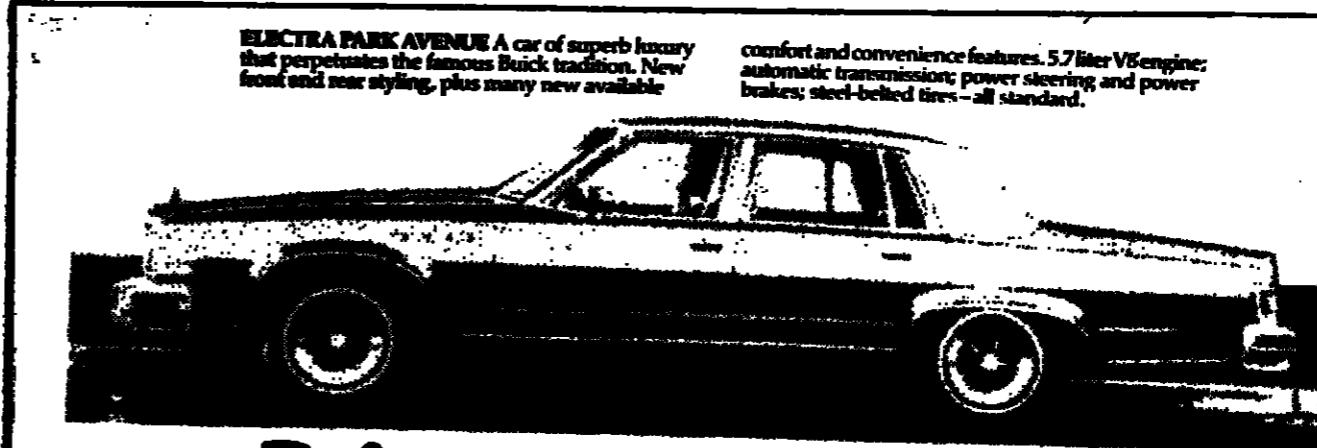
Pontiac's pride among an exciting model range with comfort and luxury for six. A prestigious winner on the road. Technology and reliability as you want it. 4.9 liter V8 engine, automatic transmission, power brakes, power steering, and much more, all standard.

Other 1979 Pontiac models are the Grand Prix, the Phoenix and the Firebird. Test drive a 1979 Pontiac at your authorized GM dealer today and see what superb value you get for your money.

AL JOMAIH
RIYADH : tel 35033 - 35224
DAMMAM : tel 22876 - 23600



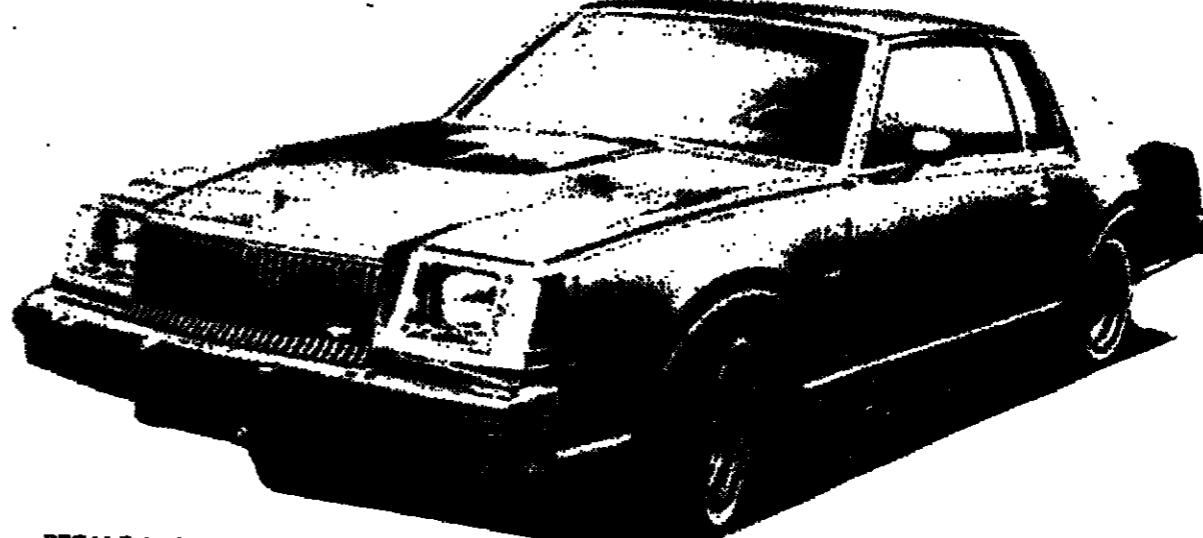
Pontiac motor vehicles are manufactured by Pontiac Motor Division, General Motors Corporation.
Tomorrow's cars today.
General Motors Overseas Distribution Corporation



Drive a 1979 Buick.

Drive a dream.

The great new Buick model line for 1979 is a real dream to drive. Choose Buick and enjoy engineering at its very best... elegance and sophistication plus traditional Buick luxury, superior automatic transmission, air conditioning and a wealth of optional extras including a sunroof available on most models. It all adds up — when you drive a Buick, you really drive a dream. Test drive a 1979 Buick today at your authorized GM dealer and see what superb value you get for your money.



REGAL Enjoy luxury and comfort in this beautifully maneuverable mid-size car. Highly successful in the past, and now even more attractive. 3.2 liter V6 engine on Coupe and Limited Coupe; 3.8 liter V6 turbo-charger standard on Sport Coupe. V8 engine optional.

AL JOMAIH
RIYADH : tel 35033 - 35224
DAMMAM : tel 22876 - 23600



Buick motor vehicles are manufactured by Buick Motor Division, General Motors Corporation.

Tomorrow's cars today.
General Motors Overseas Distribution Corporation

GM claims 50% growth

By a Staff Reporter

General GM-I Motors Corporation considers Saudi Arabia to be a highly important market in the Middle East for its products. Past years have shown the growth for GM's business in the region, with preliminary figures indicating an approximately 50 per cent increase in sales for the 1978 calendar year over 1977. Moreover due to the wide acceptance of GM products the corporation has had favorable relations with government agencies, fleet customers and private owners.

Two years ago the General Motors Overseas Distribution Corporation established the Saudi Arabia Zone Office in Jeddah to provide technical assistance to GM's authorized dealers in the Kingdom.

Mohammed A. Razzaq, manager of the Jeddah Office came to this assignment after several years of service in the first Mid-East Zone Office located in Athens. His professional staff includes other GM veterans from the U.S., Japan and other countries who work with GM's authorized Saudi Arabian dealers to upgrade their management staffs in sales, accounting, service and spare parts handling to insure that their Saudi Arabian customers receive the same high standard of quality products and service for which GM is famous the world over.

Razzaq's staff conducts seminars and training sessions for local mechanics all around the Kingdom where GM has authorized dealerships, and occasionally sends mechanics to be trained in the U.S. at GM training facilities. Authorized GM dealers are also assisted in recruiting Arabic speaking mechanics from North America and obtaining the latest service equipment and technology available in the U.S.A.

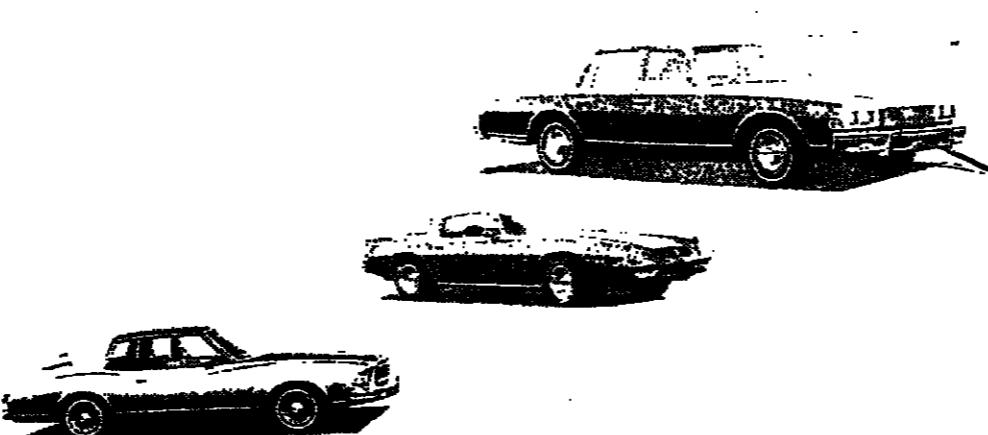
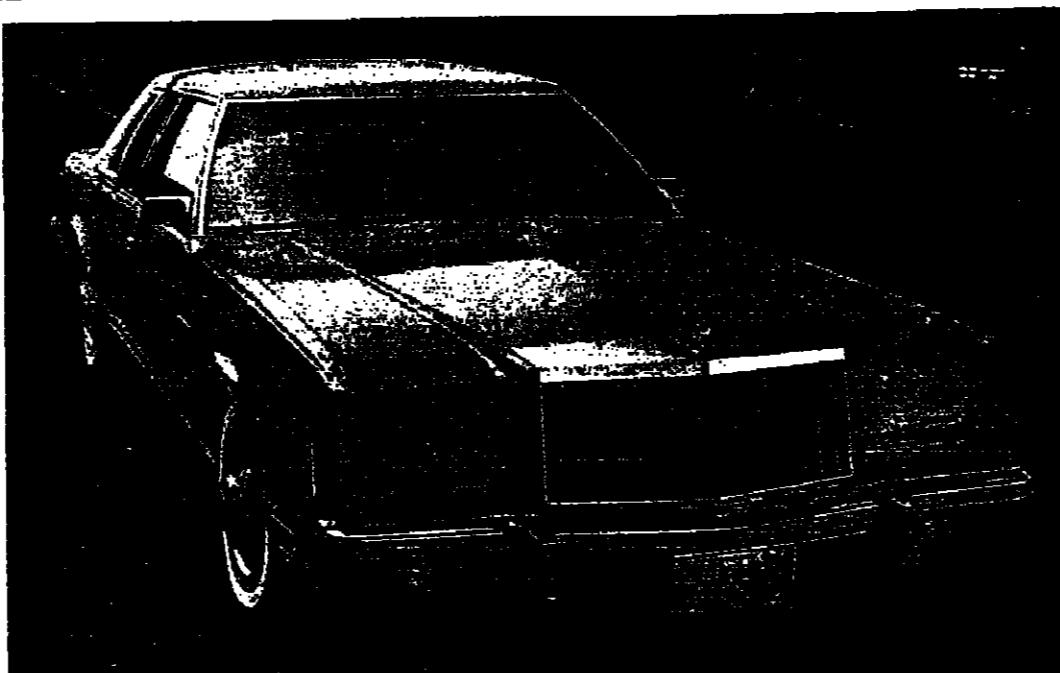
The Jeddah Office staff also conducts periodic studies to determine whether GM products remain competitive against others sold in the Kingdom. In two years since the office was opened it has changed quarters twice and is now involved in the construction of larger facilities on Merina Road which will include a permanent training room.

Today GM has 18 authorized dealers in Jeddah, Riyadh, Dammam, Jubail, Medina, Yanbu and Alkhobar. All of these dealers are constructing, or have constructed, new expanded facilities, including offices, showrooms, parts and service departments, to better support GM's growing product offering in the Kingdom.

They represent the widest range of automobiles, light medium and heavy duty trucks, vans and buses available anywhere to fit any private or commercial transportation requirements and special Saudi Arabian conditions.

General Motors captured leadership of the domestic U.S. automotive market in 1925 (and has kept it ever since) and began to look at world markets. Manufacturing plants were later established in Canada and Mexico, Latin America, Europe, Africa and Australia. GM has part ownership of Isuzu in Japan and assembly and support facilities in many other parts of the world.

A list of automotive "firsts" has resulted from GM research and development. But GM research teams are also credited with advances in safety in and outside the automotive world as well. In medical technology...mass transit engineering...sophisticated motive power concepts. Among these non-automotive projects...the development of an artificial human heart.



By a Staff Reporter

Al-Jomaih is one of the largest importers of automobiles in Saudi Arabia and in 1965 was already the largest dealer for Ford cars in the world outside the United States.

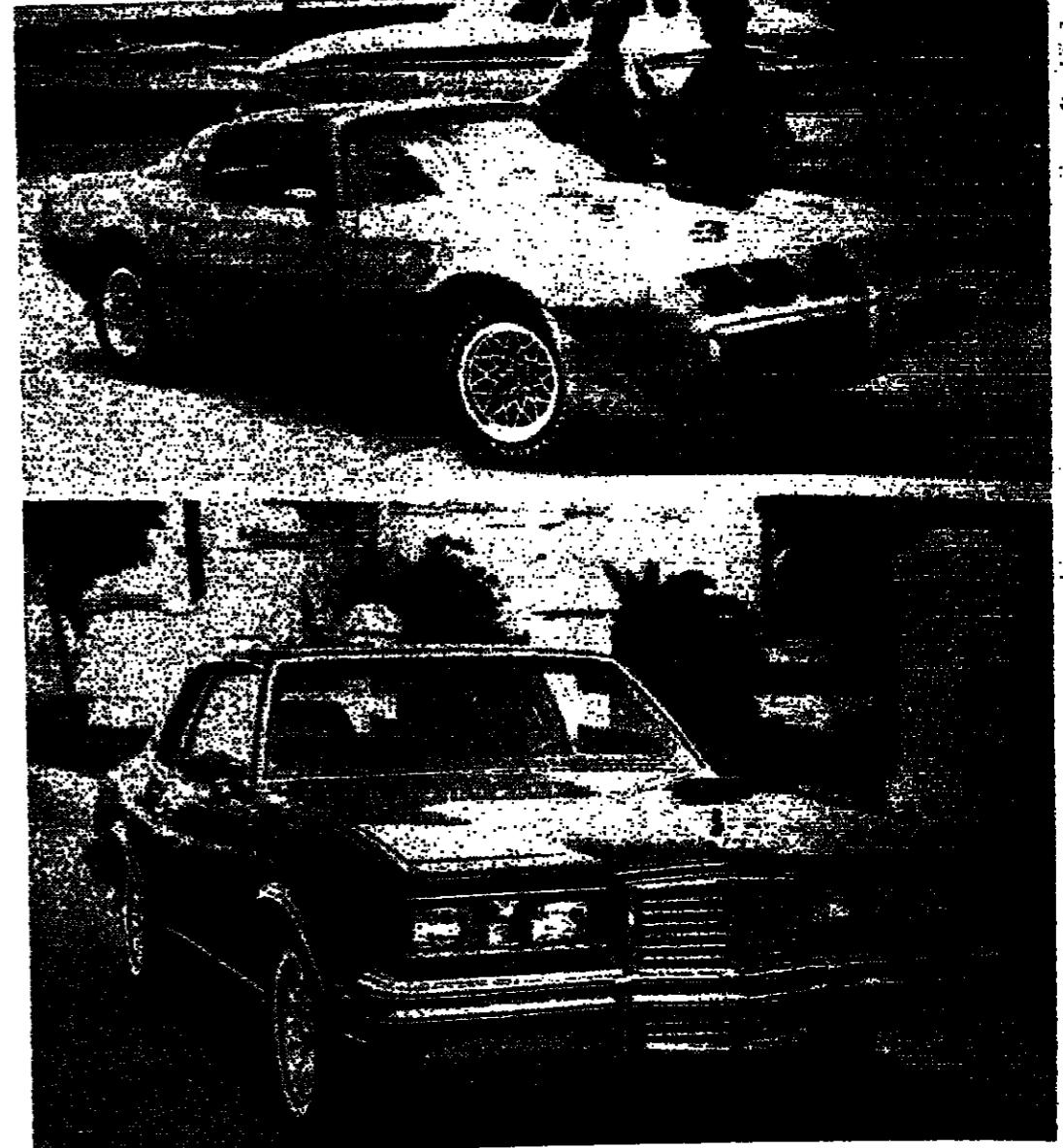
As the company boomed and sales increased, the Arab League Boycott of Israel Office decreed that Ford cars should be banned because of Ford's dealings with Israel. In 1967 Al-Jomaih stopped importing Ford cars after investing fortune in organizing their thriving business.

"This was not an easy thing for us," said Ibrahim Mohammed Al-Jomaih, general manager, Jeddah office. "But we

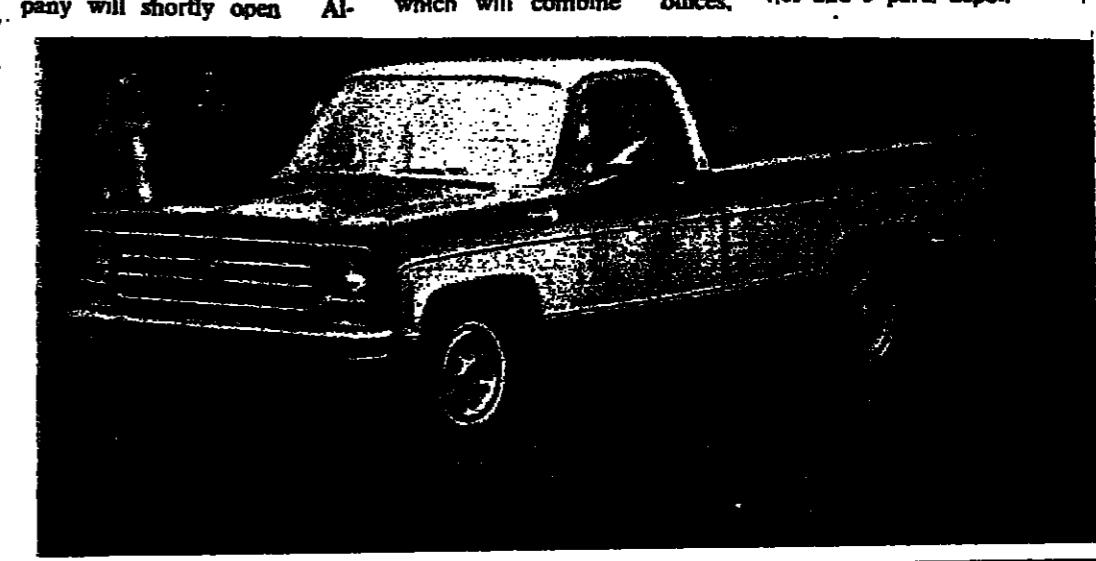
decided to go on importing and distributing other American cars taking advantage of our enormous resources and well-established organization." They were soon awarded the franchise for General Motors in the western region for Chevrolet, and in the eastern and central regions for Cadillac, Pontiac, Buick and GMC. In 1978 the company became the largest dealer of GM cars in the world outside the United States.

Besides, Al-Jomaih is one of the leading distributors of Shell oil in the world, Yukon tires and Fiat-Allis heavy equipment which makes the largest bulldozer ever produced, the 41B. They import and distribute asphalt finishers, pavers, road rollers and vibrators. They are also agents for MAN, Galion, Le Roi, TCM and others.

"We were the owners of the first workshop in Saudi Arabia," Ibrahim said. It is not only well-equipped but is also staffed by the best men we can get. They have a staff of 1500 working in various workshops and departments throughout the country. They include personnel involved in bottling Pepsi Cola in the central region. The bottling plant is claimed to be the largest and most modern in the Middle East.



Ibrahim said that the company will shortly open Al-Jomaih center in Jeddah, showing rooms and service facilities and a parts depot.



Abdul Aziz & Mohammad Al Abdullah Co.

AL JOMAIH

Cab & Chassis Models.

Rally and Rally STX:

K-1500, 4 Wheel-drive Pickup

4X4 Pickup

GMC Fenderside Models Sierra

7000 Series Conventional

Buick Pontiac

Hard work, light work or pure pleasure

GMC Offers you a wide range of Pickups and Trucks. Choose one or more to suit your specific needs.

AL JOMAIH

DAMMAM: Telephones 23502-26078 Telex: 601054 JOMAIH
RIYADH: Telephones 35033-35118 Telex: 201023 JOMAIH

Road network for prosperous life

By A Staff Reporter
"On the road to prosperity the Kingdom is fast achieving more prosperous life," says Jassim Mansouri, minister of communications in an introduction to a book on the road program of the country.

"The road the Kingdom has chosen is the shortest and the quickest to comprehensive socio-economic development in a country as vast as Saudi Arabia," he adds.

To achieve such overall aims, a framework must be made within which all the essential elements can be fitted. Of the tools to make such a framework, an elaborate road network is the most important," he says.

The construction of roads in such a vast country and through hard terrain, has been a challenge to the authorities. Following is a brief review of the road building program in Saudi Arabia.

12,169 kilometers of road were asphalted during the 1st development plan (1970-5), in addition to building 377 kms of dirt roads.

Road construction in Saudi Arabia dates back to 1934 when the then Works and Mineral Department was established. But the asphalting process as such began only in 1951.

When the ministry of communications was created in 1953, the total length of asphalted road did not exceed 39 kilometers.

By the end of 1953, the ministry had built 4,147 kms. In 1964 a new chapter began in the history of road construction as the ministry

charted out a new program called "the main program for the development of roads and bridges" which called for the construction of thousands of kilometers of road.

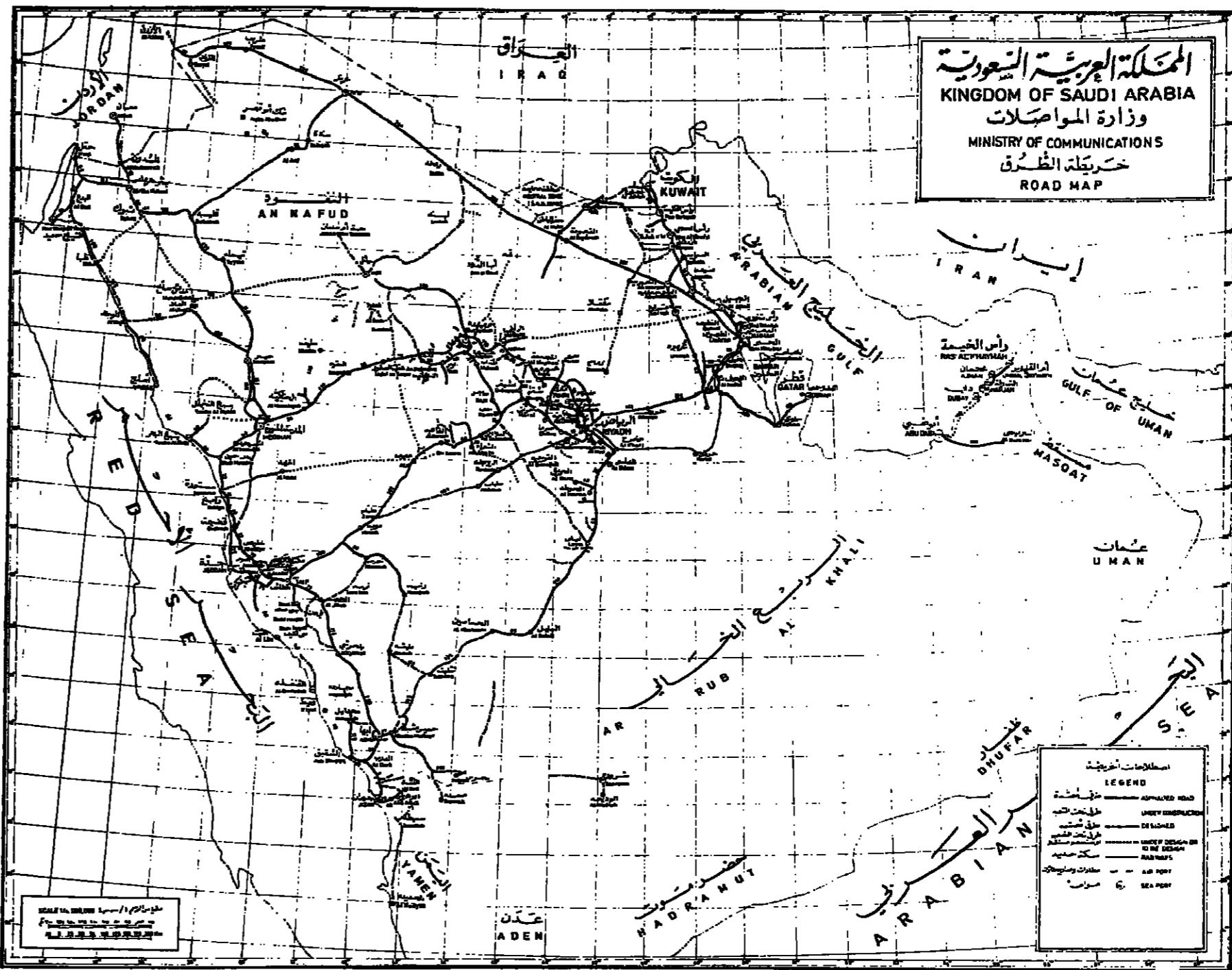
The first phase having been second and third stages, while preparing for the fourth. Already, the distance between the central and western provinces or between Riyadh and Taif was cut down by some 122 kms. The total length of dual carriage and expressways embodied in the plan was 4,000 kms and construction of several of them was tackled such as the Damman road, Abu Hadareyya and Damman, Ras Tannoura, Al-Jubail, Al-Dammam, Abqaiq, Al-Hofuf and Al-Riyadh, Al-Kharj and Jeddah, Mecca, Al-Mukarramah and Jeddah and Medina.

Study and design of the expressways followed to link the eastern part of the Kingdom with the central province and the latter to Qasim and Medina and from there to Tabuk and the Saudi-Jordanian border.

The fourth stage calls for improving the standard of services and road safety through road signs, afforestation on both sides, the building of resthouses and parking spaces and the provision of integrated utilities such as car service stations and restaurants etc.

The Kingdom also constructed highways to link it with all neighboring countries. It set a target of 1,900 kilometers annually, with contracts going to best builders.

Criteria of road construction were fixed in cooperation with and according to statistics provided by the United Nations, the World Bank and some European and Middle-Eastern countries.



Alhuseini introduces BMWs

By A Staff Reporter
One of the finest cars in the world is about to make an entry into the Saudi Arabian market, it was disclosed by Khalid Alhuseini, chairman of the Alhuseini Group of companies.

Germany's famous BMW and motor cycles manufacturers have entered into a franchise agreement in this country, with the Alhuseini corporation, a well known Saudi Company that has been engaged in business for over years.

BMW are entering into the Saudi market in a manner that will ensure commercial orientation in its working and approach, according to Fadi Alhuseini, assistant Managing Director who will be in charge of the agency. Their Head Office will be at Jeddah's King Fahd Road.

They will have a workshop which they say will be one of the finest in the Middle East. "Our basic corporate philosophy will be to provide an excellent after-sale service. We already have the cars in stock and heavy order bookings but do not wish to market or release them until we are ready to service them and provide them with spare parts. When we are ready in every conceivable way we shall start selling."

BMW took over the Eisenach BMW Motor Vehicle factory towards the end of 1961 and along with this they are able to purchase the know-how of an entire generation of automotive engineers

considering the fact that car production was started at Eisenach in 1898. So going back to the roots, the history of BMW cars dates back 80 years all the way to the second manufacturer of motor cars ever to become established in Germany.

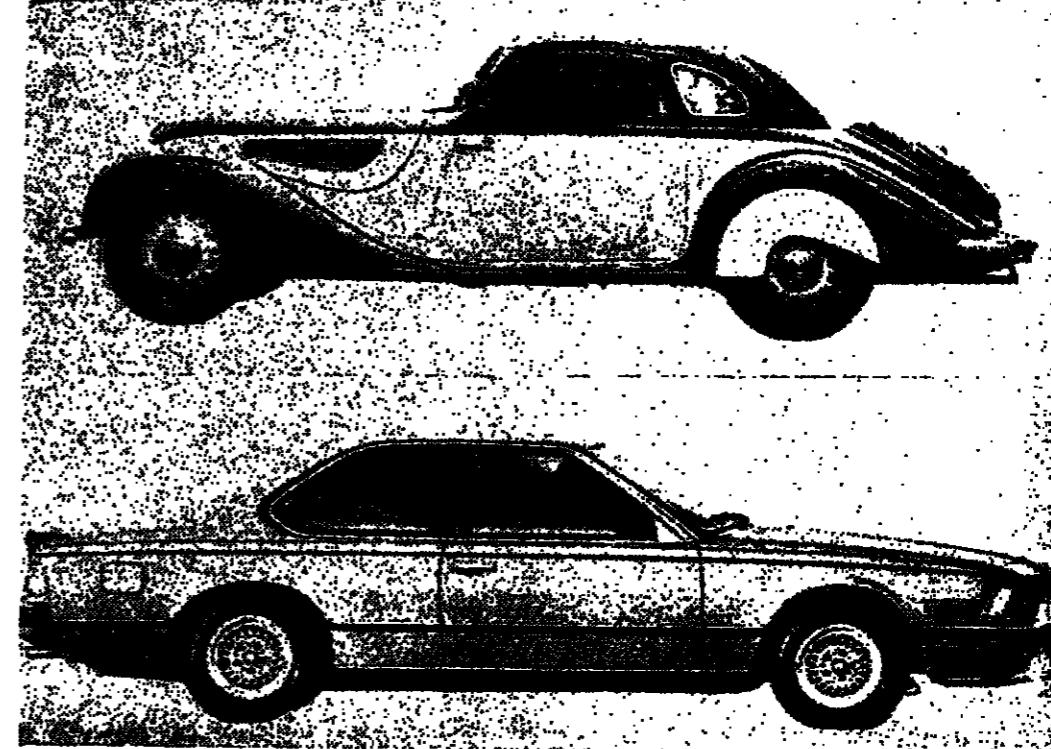
The ultimate in cars from the most sophisticated engineering works managed by highly advanced and experienced technicians, engineers and dynamic management devoted to their professions comes to Saudi Arabia in the shape of that popular and well known name BMW, a symbol which has been appearing in white-and-blue color on motor cars for many decades.

An international motoring journal once wrote: "When judging the BMW one must apply the highest of standards. This is necessary not only because the car bears the name BMW, but also because of its price. The car thus demands and needs to be treated like an absolute top-category model". According to the BMW road test in 1963: "There can be no doubt about it: The question we asked in starting this road test, i.e., whether the BMW is really a top-category product, must definitely be answered in the affirmative".

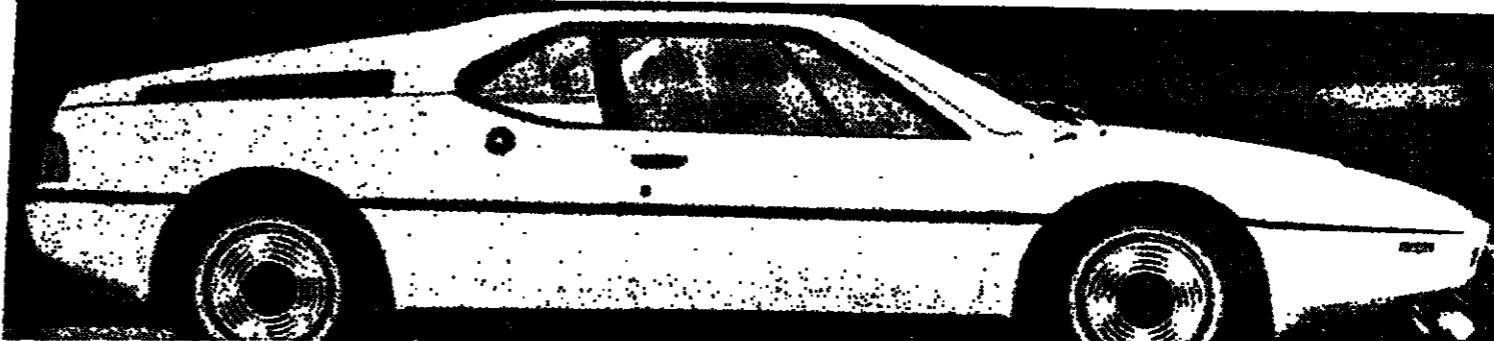
These two statements provide a clear description of BMW's standard: You must apply the highest standards to find out that a BMW is really a top-category motor car. Another statement on road test, on June 27, 1964, by the "Kuwaiti", a major newspaper in



Sheikh Alyafei Aziz Alhuseini



BMW: Past and present



Jeddah Motor Show

9th to 23rd February



BOUGARY TRADING "EQUIPMENT AT ITS BEST"

Visit our stand we are exhibiting machines from our range of construction equipment including



LOMBARDINI

STRUCTOR

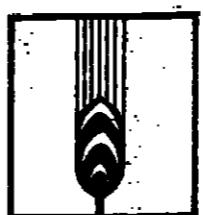
BOUGARY TRADING P.O. BOX 1733 JEDDAH TEL: 34758/43407 TLX: 401217

unveiling "a face in the crowd" shortly



The BMW is the first car to combine the sophisticated engineering, comfort, safety and quality of the topmost car category with the dynamic roadibility and the tailor-made driving conditions typical of BMW.

The new BMW centre at King Khaled Road (Opp: Old Airport Terminal) will have a modern workshop equiped with German advisors, a boutique and a showroom and will provide complete range of accessories and spare parts.



ALHUSEINI CORPORATION

C.R. 16288 P.O.Box 851 TELEX: 401163 HUSEINI SJ D'JEDDAH SAUDI ARABIA TEL: 27429-38008

ABU DIYAB

RENT A CAR

RIYADH - AIRPORT STR. (AL MATAR ST.)
TEL. 62575-68092

11 YEARS OF EXPERIENCE MORE THAN 220 CARS OF DIFFERENT TYPES
AND MODELS



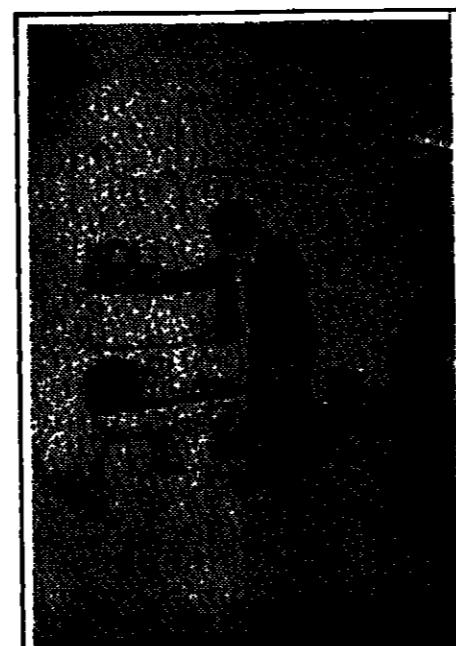
General Manager
SHEIKH: MOHAMMAD ABU DIYAB



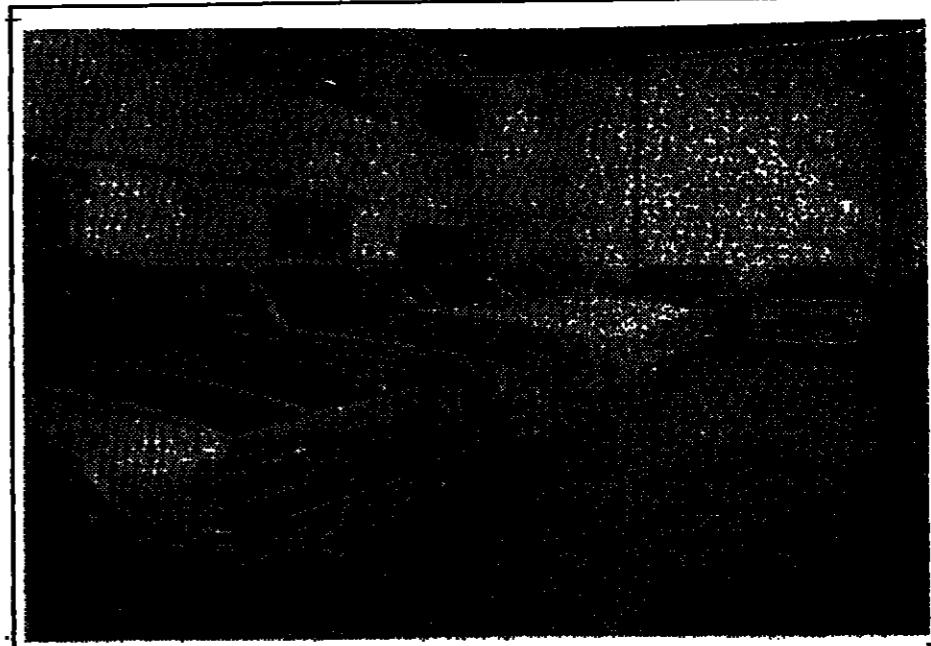
PARTIAL VIEW OF THE OFFICES & GARAGES OF ***Abu Diyab*** RENT A CAR



PARTIAL VIEW OF THE MECHANICAL
WORKSHOP



PARTIAL VIEW OF THE
ELECTRICAL WORKSHOP



PARTIAL VIEW OF THE OFFICES & GARAGES



HYDRAULIC PISTONS

WE WELCOME YOU AT
AIRPORT
AND DRIVE YOU BACK
TO THE AIRPORT

24 HOURS SERVICE



PARTIAL VIEW OF INSIDE OFFICE



Silver Wraith II

Rolls Royce honors Ashmawi

By a Staff Reporter
Few are the car dealers who are honored by Rolls Royce every year.

Sheikh Muhammad Ahmed Ashmawi, chairman of the Saudi Markets Ltd. (SAML) is one of those honored this year for being the largest distributor of the royalty car.

The books of Universal Motors, an offshoot of SAML, show that 70 Rolls Royce cars have been sold in 1978 compared to 57 in 1977—making Universal Motors the largest distributor of RR's in the whole Middle East.

SAML has the reputation for dealing in the luxury market. It trades in diamonds and luxury cars and has the franchise for Aston Martin, Alfa Romeo and the \$60,000 Stutz.

Muhammad Thabit, general

manager of Universal Motors recounted how RR came to be marketed in Saudi Arabia.

"We had the franchise for RR cars for a long time but in 1972 we decided to stock the cars in Jeddah instead of passing on order to the U.K."

says Thabit.

"We thought it was going to be a bad year for us. We started with an initial stock of ten cars and were afraid we would not sell any since we only sold three in all the time we had the franchise."

"But, in fact, we sold twelve that year and have gradually pushed the figure up yearly until the figure reached fifty seven for 1977."

Universal Motors handles six RR models—the Camargue, the Phantom 6, the Silver

Wraith, successor to the long wheel base Silver Shadow, the Silver Shadow 2 which is an updated model of the Silver Shadow 1, the Bentley and the Corniche saloon. The Corniche convertible is not considered an ideal car for a desert climate and is not marketed although there are two convertibles in the Kingdom.

It takes six months to build a Corniche or Camargue and three months to build a Silver Shadow. There is a separate color range for most of the models put out by the manufacturers but local popular colors are green, brown and cardinal red.

Although when ordering this car, a Saudi customer may specify additions such as a fruit juice bar, television set or telephone, RR is not ex-

actly mean in its provision of the luxuries labelled 'standard specifications'. Alongside AM/ perhaps be does earn the right Royce is equipped with a quadrophonic tape player, cigar lighters in each rear armrest and beside the front center stowage unit, roof lamps inside with a seven-second delay and an independent concentrated beam, map-reading light in the front and, of course an anti-theft device incorporated in the switchbox. The air conditioning system is automatic with separate temperature control for upper and lower systems.

The RR brochure which outlines what you get for your money, may give the impression the Rolls Royce buyer is getting an institution rather than a motor car.

CAR OF THE YEAR

JAPAN GRAND PRIX AWARDED IN JANUARY 1978

DAIHATSU
Charade

SPECIAL FEATURES GALORE



This year, a record 1,250 entries were submitted for the Car of the Year Award sponsored by Japan's "Motor Fan" Magazine. And the Grand Prix Award went to the Charade—an astonishing accolade for a truly astonishing small car. What's more, the Charade had only been on the market for three months when it received the award.



"The Charade won this award because it gets back to the original principles of the compact car. It's a model of engineering and design... All this and extremely low fuel consumption too. The Charade defies criticism."

The Mainichi Newspaper (19/1/78)



"This car contains a host of new and daring ideas... every compact car from now on will be judged against it. In short, the Charade was right, right from the beginning."

The Automobile Daily News (17/1/78)

A compact, economical car designed for practical, easy and affordable motoring.
The compact Dihatsu has a pleasing exterior, a comfortable interior and a size that cuts down parking worries.



HN HAMAD ALNASER ALHATLANI & BROS.

Agents for the Kingdom of Saudi Arabia:
JEDDAH, MECCA ROAD, KILO 7, TEL: 71756-71765,
RIYADH, AL HATLANI BUILDING OPPOSITE FOOTBALL STADIUM, TEL: 68924

HN
HAMAD

Sole Agents
For Thermo King Refrigeration
and Bus Airconditioning products
in Saudi Arabia:

P.O. Box 461 Jeddah Tel: 50143, 57352/4
Telex: 401790 ABBAR JD SJ:

Award for 3-cylinder Charade

By a Staff Reporter

Last year a record 1250 entries were submitted for the Car of the Year Award sponsored by Japan's "Motor Fan" magazine. The Grand Prix Award went to Charade which is produced by Daihatsu. The astonishing part of the award is that Charade had been on the market only three months.

The judges of the Car of the Year Award represent engineers, designers, professional drivers and automotive experts in Japan. Its makers claim it to be a thoroughly practical car. "It has none of the extravagant trimmings or unnecessary body work that decorate larger cars (and burden the price, they hasten to add). Yet it has all the spirit, energy and flexibility that denote a special car." For its class, it is one of the cheapest cars in the world. The price starts from SR 10,000, a bargain anywhere any time.

The Charade has the world's first 3-cylinder, 4-cycle engine, its 933 cc engine is enough for a light compact car and it weighs less than 700 kg.

This is not the only unusual feature about the Daihatsu company whose agents in Saudi Arabia are Messrs. Hamad Al-Naser Al-Hatani and Bros., Kilo 7, Mecca Road.

Assistant General Manager Said Hatani, a graduate of Cornell University, said that since they got the agency in 1966 they have been concentrating on the small to medium vehicle. "Thus we went in for the mini pickup and the two-ton pickup which are the best selling in Saudi Arabia," he says. "The idea is to provide a man with a small truck for a small price that he does not have to buy one for SR 70,000. We also provide the small contractor with a semi-tripper, a small truck-trailer which a small water tank, all of which for a total value of SR 100,000. You can buy 12 of our trucks for the price of one large truck," he adds.

Now a farmer can use his truck in the day and drive his wife and child to town in the evening using the same truck. Instead of hiring a water tank



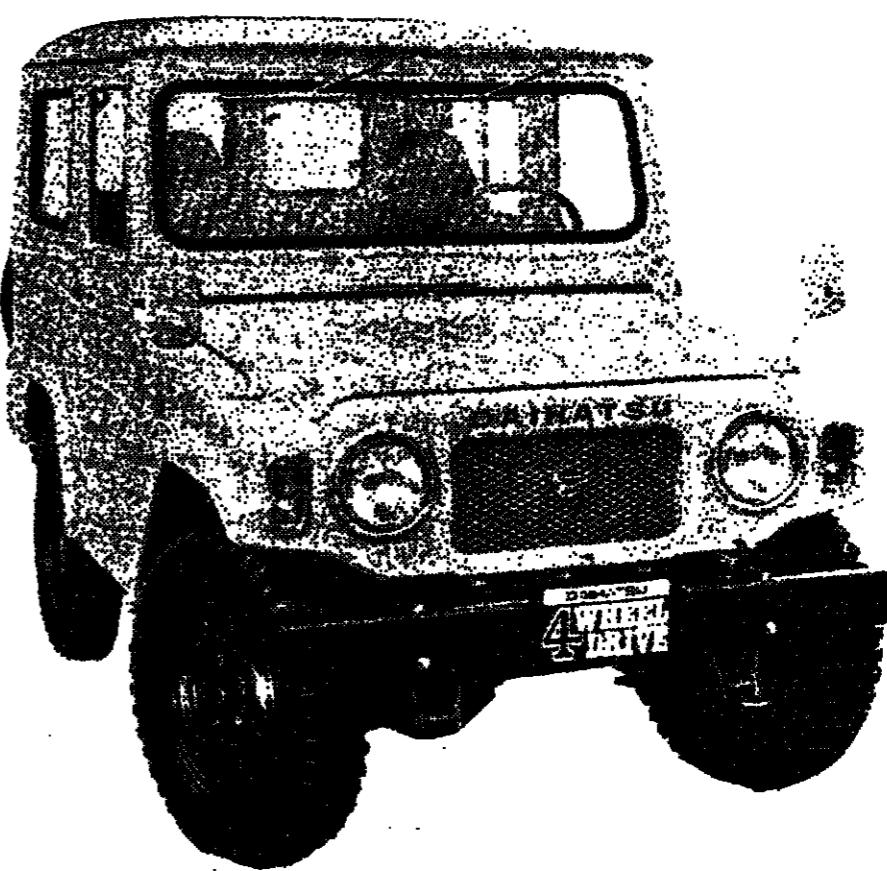
truck every time he wants to supply his site, he can now buy a small one from us with a capacity of 2,200 liters (500 gallons) and save money.

In the same way, Daihatsu supplies the 4-wheel drive Jeep, which is smaller than the Toyota and bigger than the Suzuki. It was judged the best Jeep in Australia.

Their proudest models and best selling ones as well are the 55 Wide Cab, Delta Mixer



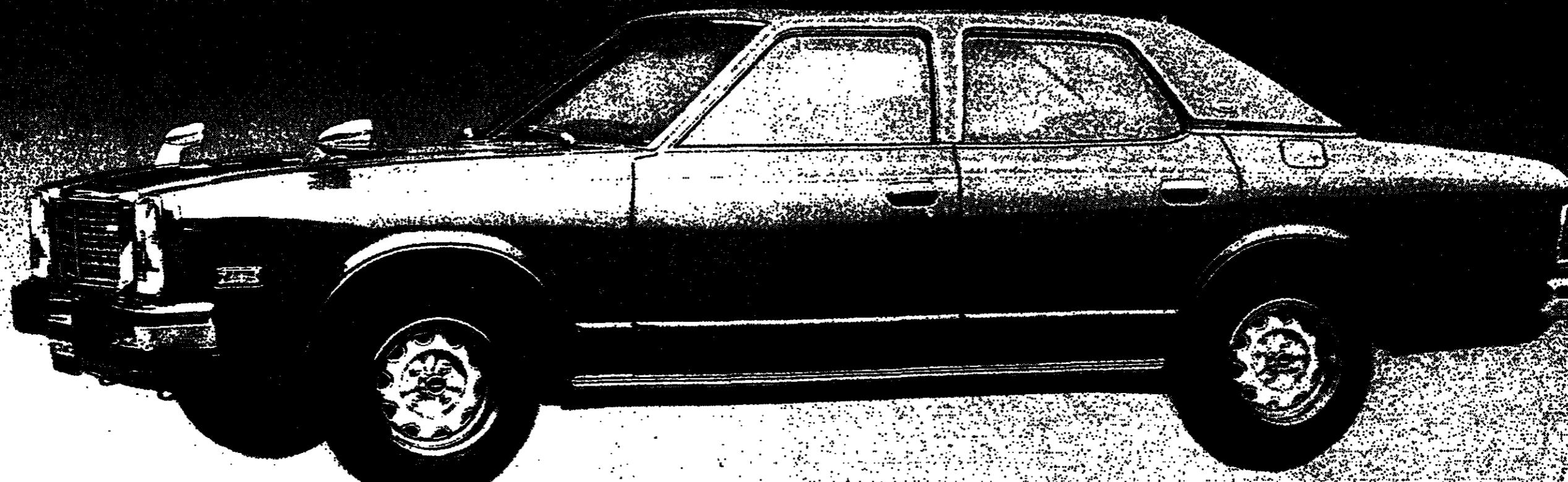
DAIHATSU 4-Wheel Drive The tough terrain animal that's also a fun ride



Tough built Daihatsu 4-Wheel Drive is a rough terrain vehicle that doubles up as a fun ride on weekends and vacations.

Agents for the Kingdom of Saudi Arabia:
HAMAD ALNASER ALHATANI & BROS.
 JEDDAH, MECCA ROAD, KILO 7, TEL: 7756-71765.
 RIYADH, AL HATANI BUILDING OPPOSITE FOOTBALL STADIUM, TEL: 68924

MAZDA 929L - a new concept in elegance



MAZDA 929L & Limited range of cars offer a new concept in elegance, luxury and power.

Mazda 929L

Jahreis



DISTRIBUTORS IN SAUDI ARABIA

Haji Husein Alireza & Co. Ltd.

P.O. BOX 40 BAB MECCA, JEDDAH TELEX: 402221, HUSREZA S.J. TEL: 23509

Datsun: Vastness and good organization

By Farouk Lughman
The first impression that is left by a visit to Datsun in Saudi Arabia is one of vastness and good organization. The company has a huge headquarters office in Medina Road, to which is attached the garage, workshop and spare parts divisions. On the ground floor is the showroom which contains 60 cars from tarpaulin-covered jeeps to sleek airconditioned saloons. On the first floor lie the offices along clear corridors.

During 1978 Datsun imported 60,000 vehicles. Their range is varied and wide. They import 15 commercial and 15 passenger models. And they own a SR 30 million headquarters in Jeddah that is one of the best equipped in the country. They are unique in that alone in the Middle East they have what they call a pre-delivery inspection system situated at the quarantine area in Jeddah. There all cars that come off the ships must be inspected before they are okayed for sale. Every facet of the car is checked for efficiency and road worthiness. Vice-President Asaad Muhammed Kindeel said that the company is genuinely proud of its achievement in this field.

The organization was established in the name of Siraj H. Zahran and Co. in 1952. In 1960 the company acquired the sole distributionship of Datsun/Nissan for the King.

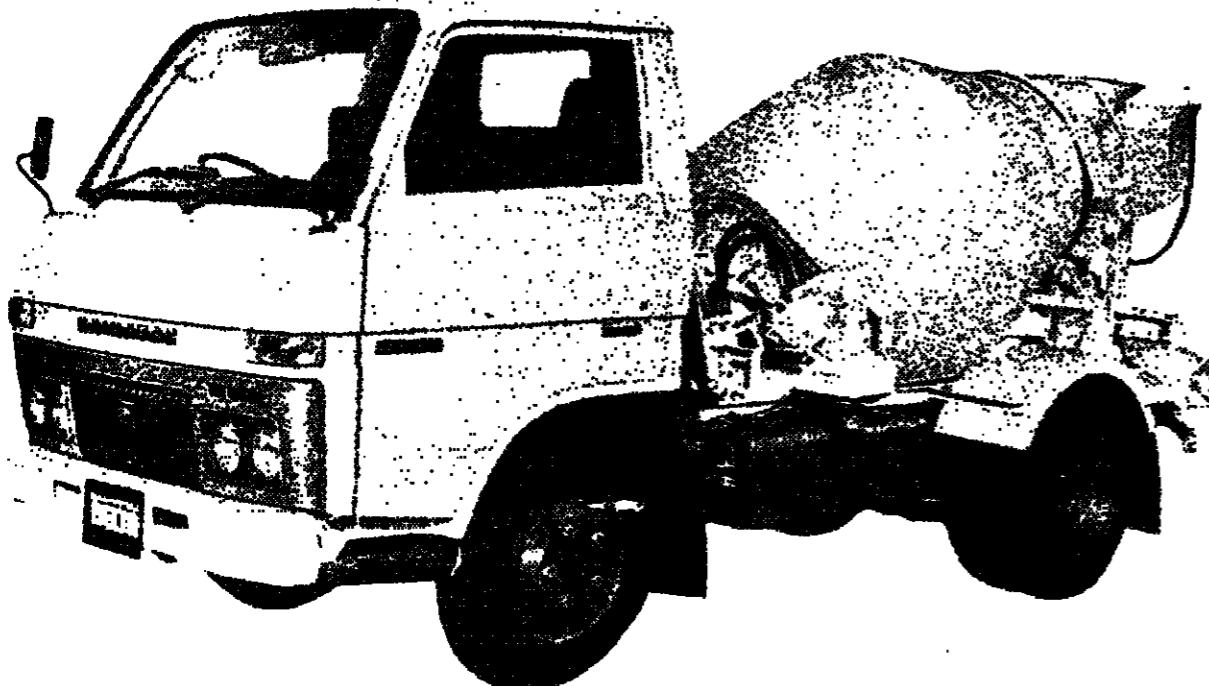
The head office alone has 470 employees.

1976 Cadillac Eldorado Convertible. Never used. last mass produced convertible. Power Steering. Brakes. Windows. Seats. AM-FM Stereo Radio. Tinted Glass. Air conditioned. Firethorn red with white top, interior and tires-U.S. □24,000.

Contact: S. HANDLE, 6900 Westfield, Pennsauken, New Jersey 08110 U.S.A. Phone: 609-662-7901.

DAIHATSU

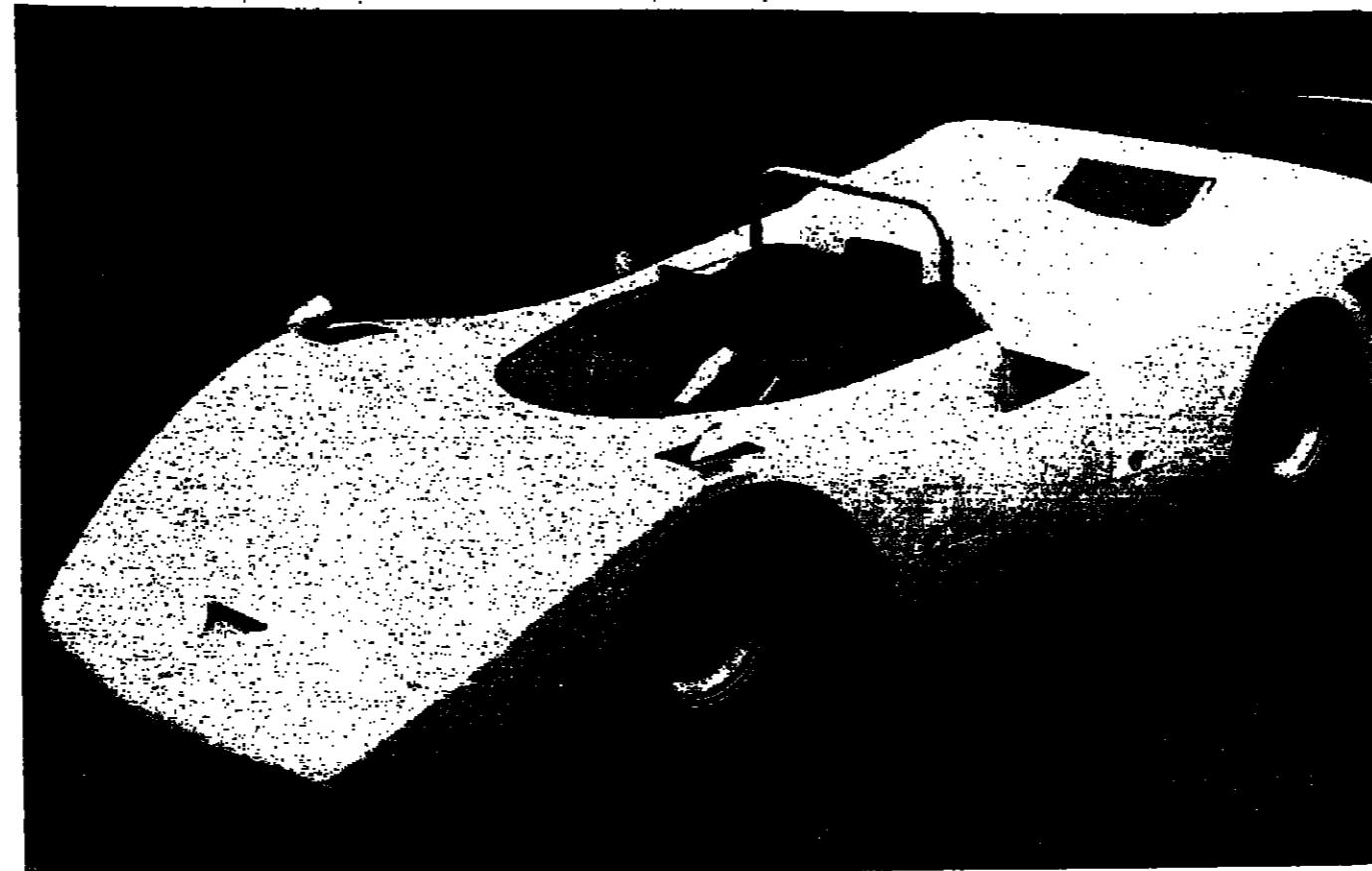
DAIHATSU DELTA MIXER TRUCKS CARRY CONCRETE THE WAY YOU WANT



Daihatsu Delta Mixer Trucks work beautifully for both long distance and short distance concrete transportation. Depend on Daihatsu for wet, semi-dry or unmixed concrete.

Agents for the Kingdom of Saudi Arabia:
HAMAD ALNASER ALHATLANI & BROS.

JEDDAH, MECCA ROAD, KILO 7, TEL: 71756-71765,
RIYADH, AL HATLANI BUILDING, OPPOSITE FOOTBALL STADIUM, TEL: 68924



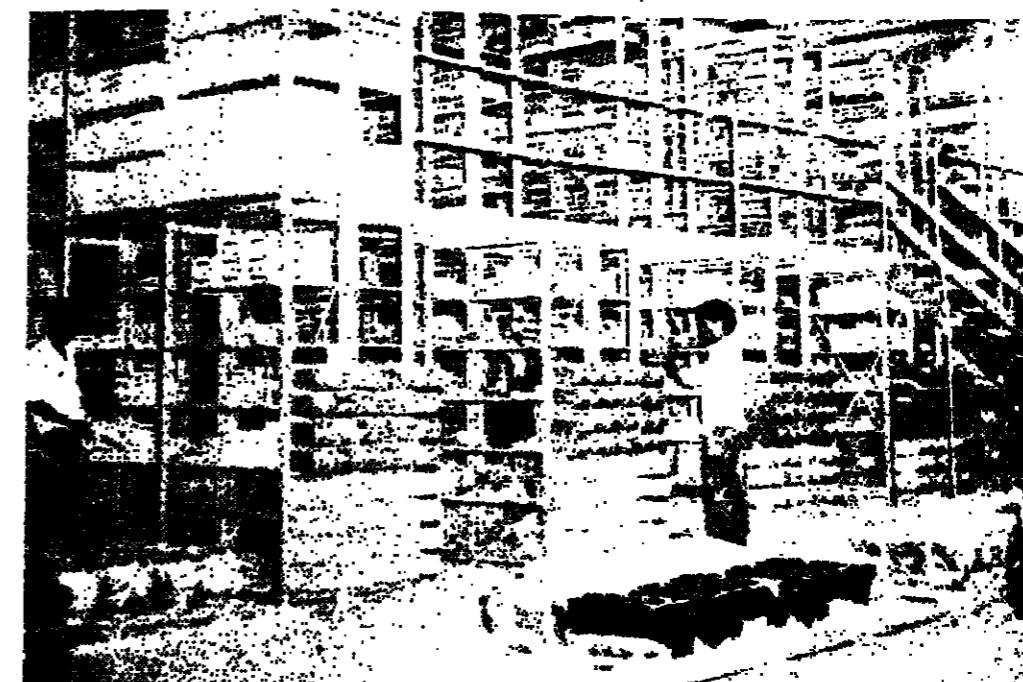
Nissan R383



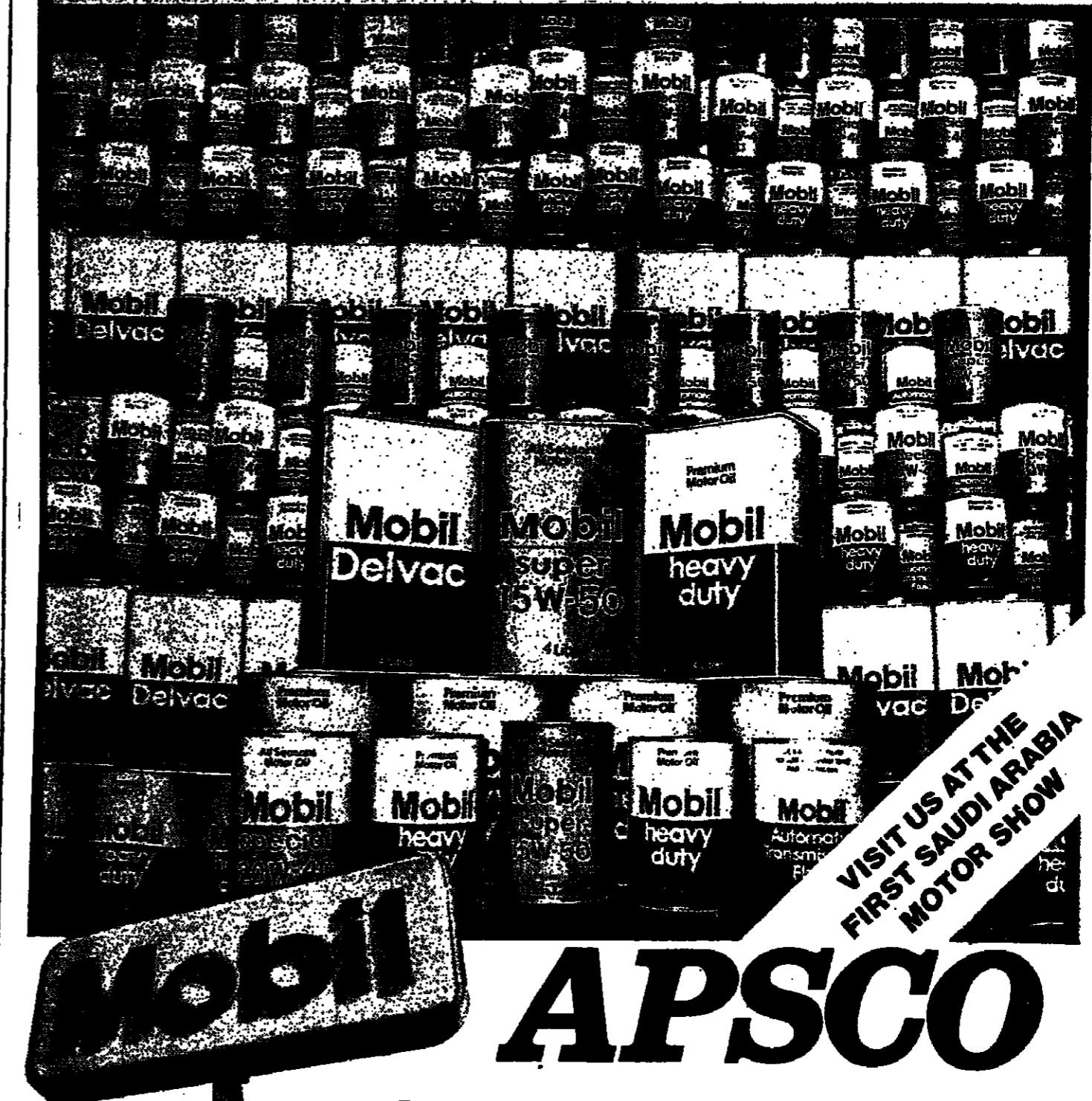
Sheikh Asaad Qandeel, vice president of Siraj Zahran (above) and new Datsun models (below)



Datsun headquarters and spare parts



THE LEADING PREMIUM LUBRICANTS

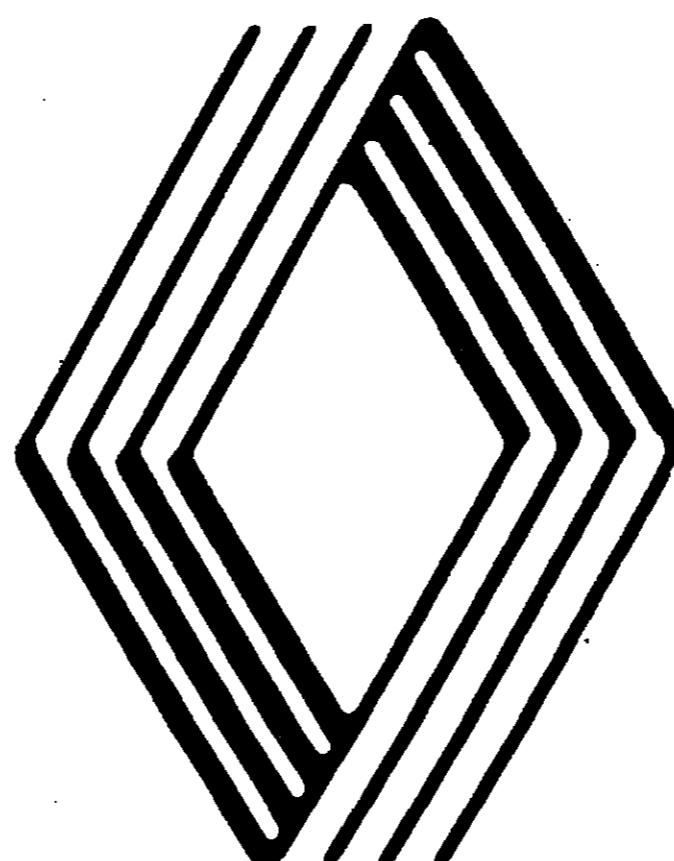
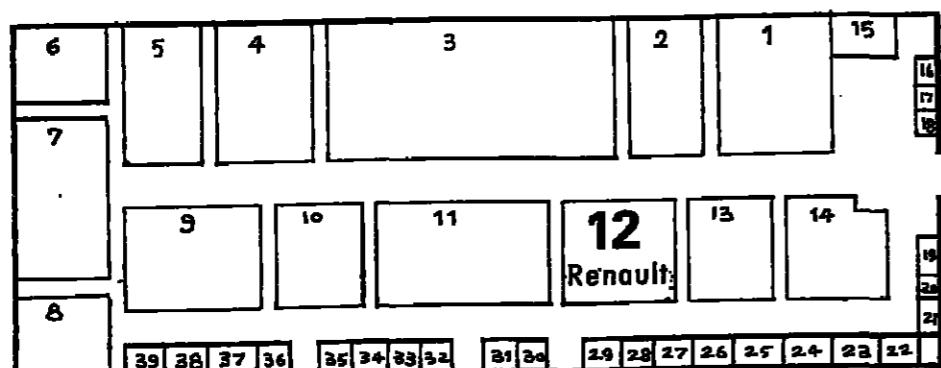


APSCO

The Arabian Petroleum Supply Co.
(S.A.)

JEDDAH-KINGDOM OF SAUDI ARABIA P.O. BOX 1408
T'GRAM: APSCO T'PHONE: 37857, 22233, 46342

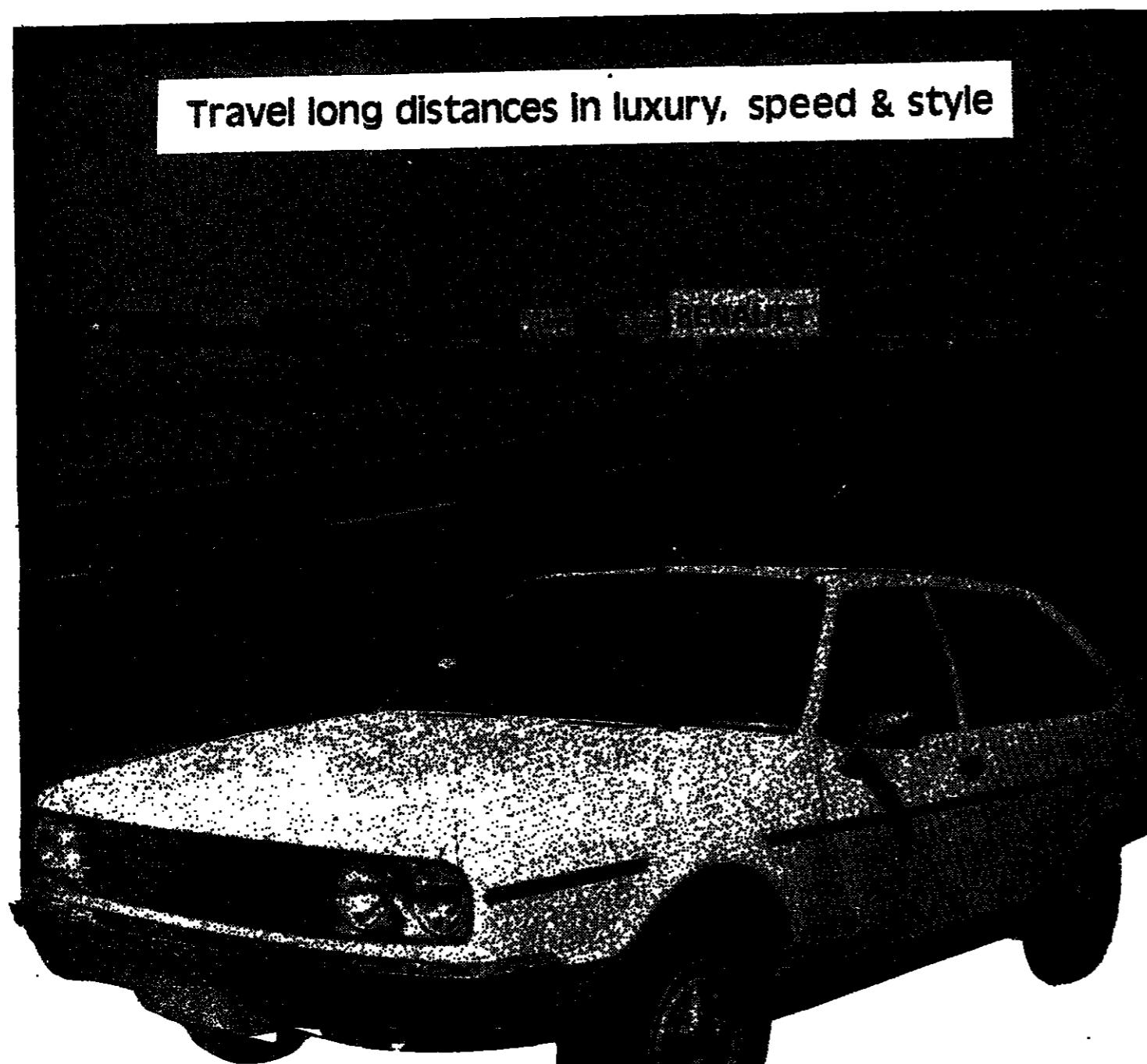
Have a good look of Renault
at the Motor Show



RENAULT

a car never

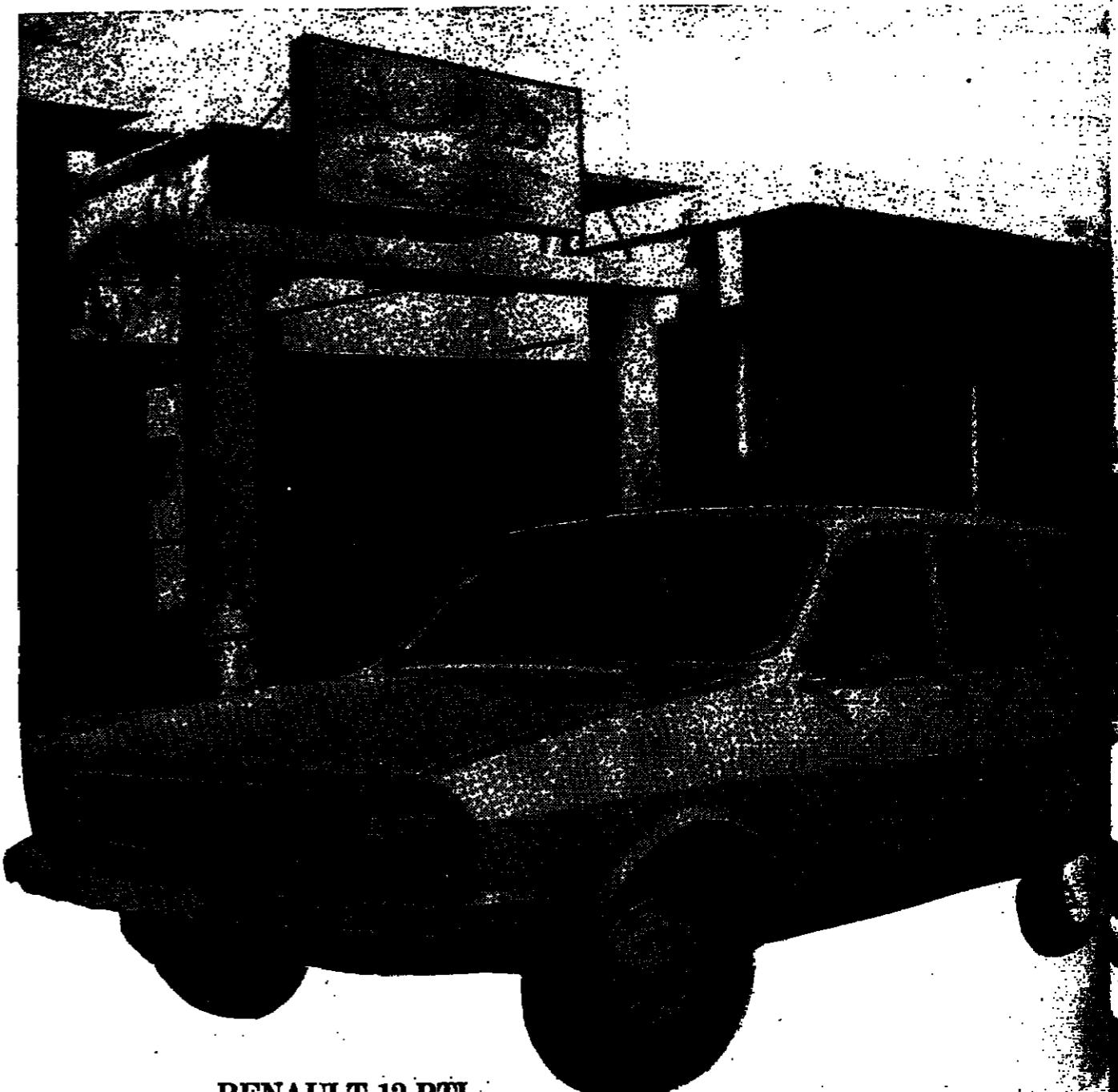
Travel long distances in luxury, speed & style



RENAULT 30 TS/20TS

Renault 30TS, front-wheel drive V-6, a powerful roomy grand tourer designed for the classy car lover. Luxuriously equipped, the 30TS has power-assisted steering, seats that consider "angles of comfort", impressive road-holding. The 30TS has exceptional new ideas about safety and comfort.

- * All aluminium engine
- * Dual transmission: automatic or manual
- * 4 independent wheels suspension: coil springs front and rear; front and rear anti-roll bars: the car keeps stable while cornering at high speed.
- * Steering with hydraulic assistance proportional to effort required.
- * Pressure limiting device preventing rear wheel lock in braking
- * Versatile, roomy interior converts to double bed, stationwagon compartment or extra luggage space.
- * Power windows, central door lock system
- * Available Renault 20 TS with 4 cylinder 2 litre engine.



RENAULT 12 BTL

The strong, safe, 4-cylinder 1300 cc RENAULT 12 BTL is a family car that's a genuine five-seater. You will love it for its performance, its road-holding, its comfort and its roominess.

- * Self correcting rear axle that adjusts itself automatically to the load of the car. It corners beautifully.
- * Large luggage compartment.

Renault-reliable motoring since 1876

There is a Renault for you

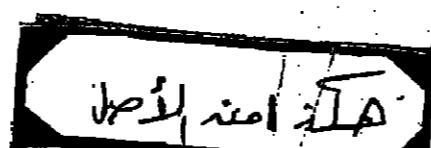
Renault, built by the French who are fussy about style comfort, luxury and performance is a versatile car that pleases everyone. The Renault is a sporty saloon created for the special you... A Renault lets you buy status without the expense and gives you performance without much ado.

You will love your Renault... a car never so versatile. You will love the way it handles... the way it snuggles you in its anatomically-shaped seats, the way it behaves on any kind of road under demanding conditions.

Every Renault shares these basic features to make driving and car-owning a pleasure!

- Front Wheel Drive provides for better road-holding, allows more passenger and luggage room, adds to comfort and versatility.
- Four independent wheels for smooth and comfortable ride even over rough roads
- Anatomically-shaped seats tuned to the degree of flexibility of the car's suspension

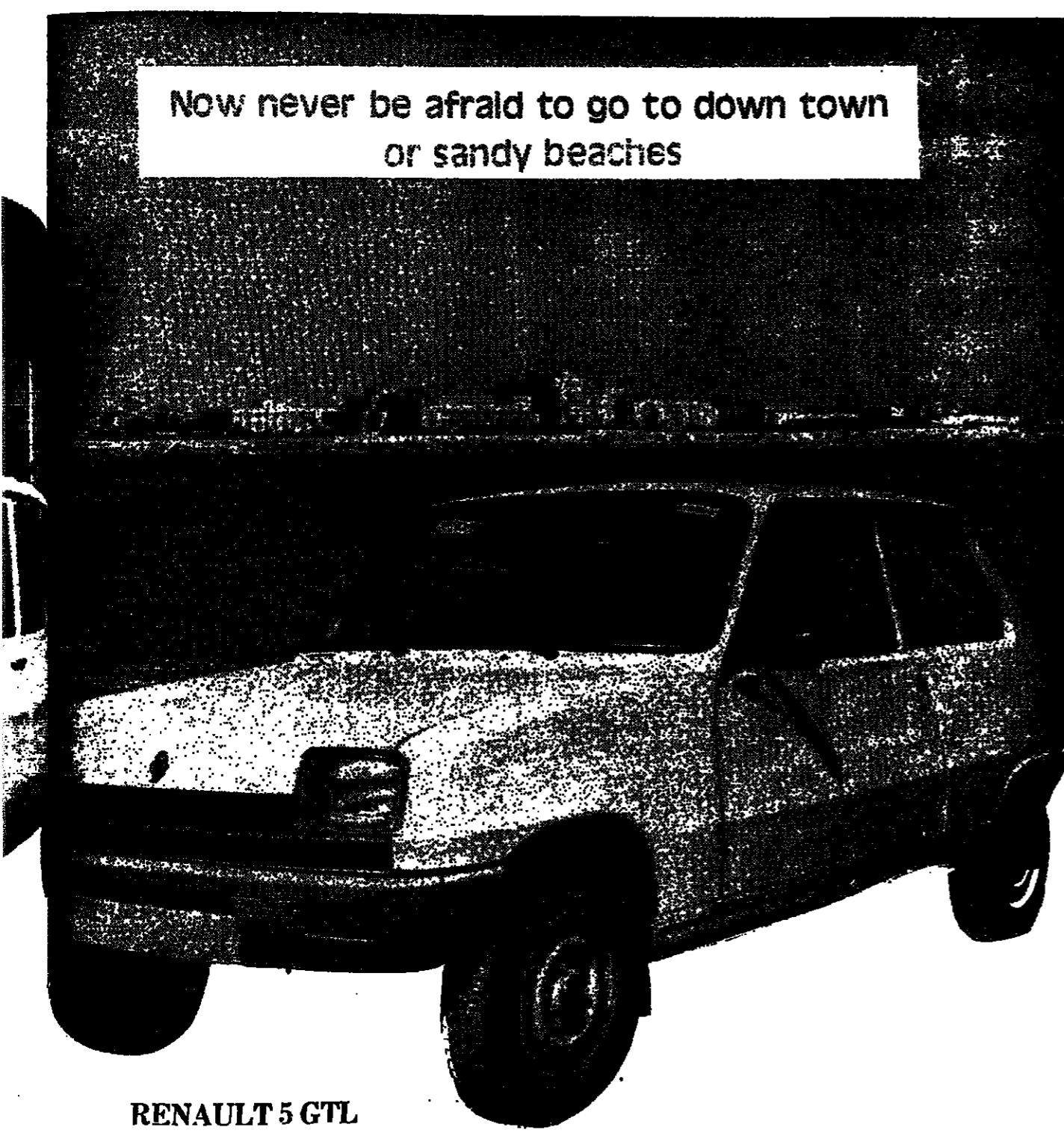
- Front disc brakes for safety and braking power
- Long-lasting, reliable crankshaft
- Special cooling system that works under all conditions
- Heavy duty rear suspension
- Impact absorbing front passenger cell



RAULT

Go versatile

Now never be afraid to go to down town
or sandy beaches



RENAULT 5 GTL

The 4-cylinder Renault 5 has been created for those who like their cars small. It goes everywhere beautifully, the city, the country or highways. And it has all Renault safety features.
The Renault 5 GTL is a roomy 4-cylinder 1300 c.c. hatchback you can convert to a wagon.
* 4-speed, all synchromesh gearbox * Front-wheel drive * Fully reclining front seats
* 4 independent wheel long-travel suspension with torsion bars.
* Souped up engine with twin choke carburetor
* Servo-assisted dual-circuit brake * Pivoting side windows



RENAULT 4 (Fourgonnette)

* Engine: 4 cylinder, 1000 c.c.
* Payload: Half Tonne (500 Kg.)
* Front wheel drive
* Remains horizontal even when loaded



UNITED
BROTHERS
COMPANY

A. S. EL KHEREIJI & CO.

P.O. Box 6093 Jeddah Saudi Arabia
Tel: 41128, 41129 Telex: 401177 UBC SJ.
Telegram: JESARA Jeddah
RIYADH: Telex: 202062 Telephone: 69989

- Body protected against rust and corrosion by dip paint treatment.
- Radial ply tires.
- Easily available, economically priced spare parts.
- Specially placed spare tire never interferes in luggage space and is easy to remove for changing.

Own one today!

drum brakes for added
ence. Renault 30 has all
le sleeve. Five main
prising a sealed unit
e for maximum efficiency.
ally suited for warm
ont and rear and rein-

Volvo 240 series sells most

By John Close

The Volvo has long been known as a robust car but even the healthiest of automobiles needs tender loving care. National Automobiles' new maintenance shop, which is developing into a car clinic equal to any in the world, should ease the nagging fear of any prospective buyer or car owner in Jeddah — where to get service.

"Very soon now we won't have to turn anyone away no matter what he needs," says Len McDermott, manager of the Volvo maintenance center on Palestine Road (East) past Prince Fahd Bridge.

The shop already has four 4-poster tandem ramps which lift the car high enough for a mechanic to stand underneath it to work. McDermott now has six filters, or mechanics, and a total staff of sixteen. He hopes to expand to a staff of twenty after a recruiting trip to Taiwan.

All mechanics go to Sweden or Germany once a year for advanced training. Labor charges are SR75 per hour at the Volvo center.

Last month the center completed 290 jobs, well above its monthly average of 200. McDermott's express service is his most popular, handling about 12 emergency jobs a day. "If a driver needs a fan belt or a slight repair we often do it on the spot while the customer waits," the manager says. About ten per cent of his service is set aside for people from out of town. "They just can't be told to come back some other time. They need to get on the road right away."

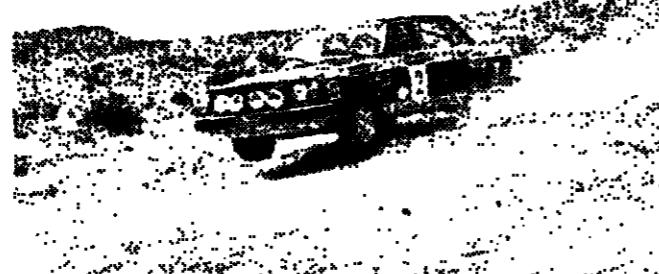
McDermott plans to open a body repair section soon which he trusts will be busy, profitable and popular among Jeddah drivers.

The Volvo center, in addition to bringing in some of the best garage equipment in Jeddah, has also imported that time honored expression that the customer is always right.

One of the chronic problems McDermott noticed when the service center first opened in July of 1978, was the development of bubbles on the windshield of Volvos unprepared for Jeddah's excessive summer humidity. He replaced them all free of charge, regardless of the age of the car. "We don't argue with the customer. If he comes in with a problem and it's our fault, we solve it."

A Volvo comes with a year warranty regardless of mileage. This is honored at the Jeddah center. Glancing through his records, McDermott listed a six-month-old car with 16,000 miles, a 10-month-old car with 18,000 miles and an eight-month-old car with 11,000 miles all of which were serviced at no charge to the customer under the promised warranty.

McDermott will soon be initiating a free check-up program. He and his staff plan to review their records regularly, contact customers whom they have not seen for several months and send them a



remainder to come in for a free inspection. Should the customer decide to buy a new car, McDermott's center will give him a free estimate of the turn-around value of his old one, an exchange service quite rare in Jeddah.

In this way, McDermott hopes to start a ten-year plan for each car sold, rather than the customary three to four year ownership per customer. It will also increase sales, McDermott hopes.

"Our average customer in the Western Province is a three, four or even five car man. We hope to turn all those cars into Volvos."

Sheikh Amal Kandil, the owner of Jedco of which National Automobiles is a subsidiary, stocks his showroom across from the Sheraton with Volvo's full range of models designed to suit the more economically minded customer as well as the wealthy businessman.

Volvo's 240 series, the less expensive, sells the most, Kandil says. The 244DL runs about SR30,000 and the 245GLE, the

top of the line, costs approximately SR37,000. Kandil sold 610 of this series in 1978.

The 265 costs SR41,000 and the most expensive Volvo of them all, what Kandil calls the "queen of cars" sells for SR120,000. It is the 264TE. Two hundred of the 260 series were sold in Jeddah last year.

One of the more interesting features of a Volvo is the left foot rest for the driver, designed so that both feet are on the same plane, reducing fatigue and muscle strain. All basic controls, the turn indicators, light dimmers and windshield wipers are on the steering wheel, a feature American ma-

chine. Power steering is optional in a car which can turn 360 degrees in a 32-foot 2-inch circle. All models are equipped with a front stabilizer bar to minimize body roll in cornering, as well as a complementary rear bar for further stability.

Michelin XX or ZX steel-belted radial tires are standard equipment for all models.

Volvo also has disc brakes on all four wheels instead of the usual two on the front. Ventilated front disc rotors are added to keep the brakes from over-heating.

Volvo's triangular-split braking system was introduced in 1966. The two front wheels and one in the rear are served by two independent circuits so that should one circuit fail, only one rear wheel would be affected.

The 240 series uses the B21F Volvo engine, a 2.1 liter overhead camshaft in-line four with 107 horsepower. This engine has continuous fuel injection. Its exhaust system automatically senses the amount of unburned oxygen in the exhaust flow and regulates the fuel accordingly.

The 260 series is equipped with the B27F engine, an overhead camshaft V-6 with 127 horsepower.

The 240 series gets about 28 miles to the gallon and the 260 series gets 24 miles on the highway, an issue to which drivers in Saudi Arabia need not attach much importance.

McDermott believes that the safety of the Volvo car is its most attractive feature. U.S. National Highway Traffic Administration studies have rated the Volvo 244 sedan the safest car in its class.

Volvo introduced laminated windshields as standard equipment in 1944. Three-point, crossed safety belts which lock on impact were developed as early as 1959.

All doors are reinforced with tubular steel bars. The front and rear sections of the car are designed to crumple and absorb the force of collision without transferring it to the passenger section. The fuel tank is located in front of the bumper. Volvo's steering wheel retracts, it has a small accordion section to absorb impact and its angled joint folds under pressure.



Every car care product we sell is backed by 40 years of constant research and development in the automotive car care field. But that's not the only reason to use Wynn's.

The Wynn's automotive petrochemical research facilities, for instance, are among the most modern in the world, and staffed with a select team of highly-trained professionals.

And our critical testing programs enable us to constantly refine the complete product line to meet even the most stringent automotive requirements.

It's all done to insure the best possible product for your automotive needs.

AK ESTABLISHMENT

P.O.BOX 1991 TEL: 22425/27531
TELEX: 601286 AKESTS SJ. DHARRAN STREET DAMMAM S.A.



THE GREATEST CHEMICAL DISCOVERY

THE GREATEST CHEMICAL DISCOVERY, for any engineer since the invention of the automobile itself is now available in Saudi Arabia. A product of Sperry - Owens Corporation, New York that is guaranteed to improve gas mileage; save on excess oil burning; smooth your engines performance; increase horse power and raise compression, this one-time treatment is just added to your oil per directions. T-M-T with DuPont Teflon.

T-M-T was tested and evaluated by the Ed Almquist who is a race CAK designer, engineer, inventor and consultant the conditions under which this test was conducted are as follows:

1—Since he could not, and would not enclose or compile a "good" and "slowing" any automotive product that did not surpass his closest scrutiny—a stipulation was that my high technical fee be paid in advance, so that there would be no question or obligation or any bias my report, Sperry Owens agreed.

2—that no matter the results of his findings—He could make the report open knowledge to the public if his research proved negative—and the product was found lacking or worthless in even the slightest degree Sperry Owne agreed.

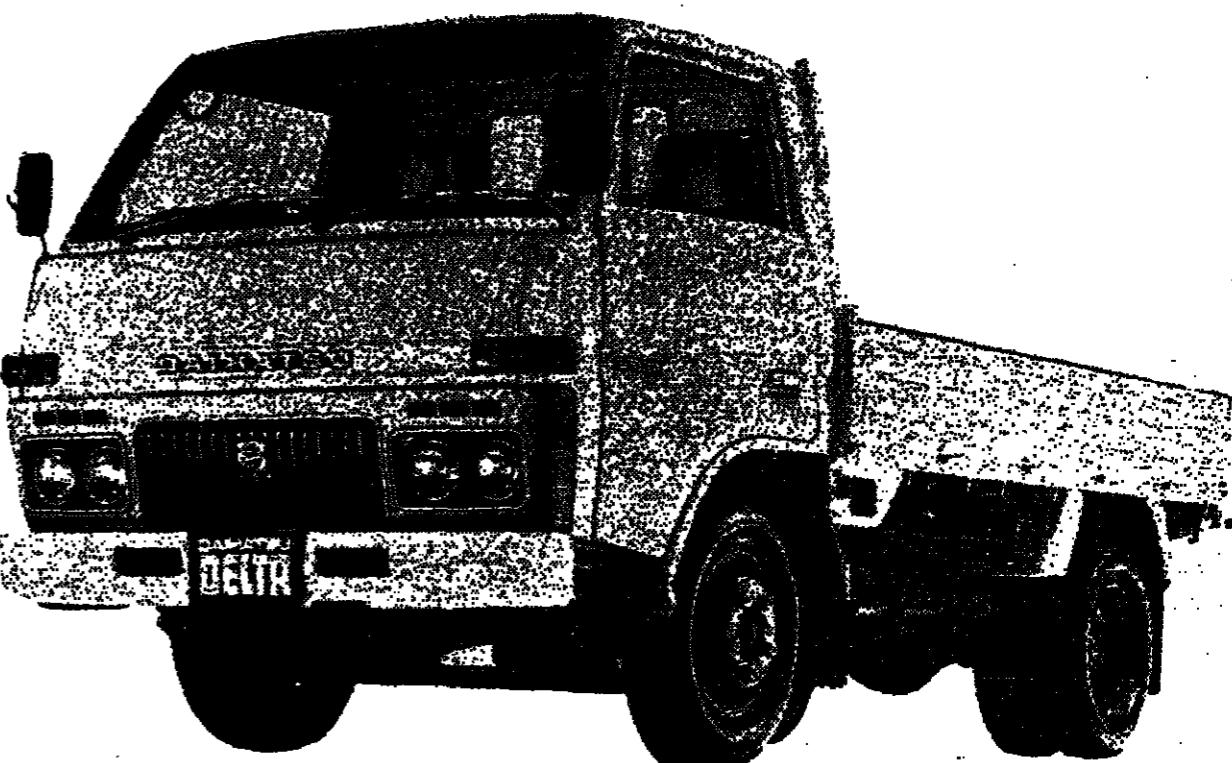
TEST RESULTS:

I am not only delighted—but also amazed at how T-M-T passed any evaluation with "flying colors" ... and these are the technical conclusion and results I have found to be contained and available with T-M-T. Copies of his Technical Report and the product are available to retailers at:



مُؤسسة عبد الله باقر الخليفة
ESTABLISHMENT P. O. BOX 1991 DAMMAM SAUDI ARABIA
TELEX NUMBER 601286 AKESTS SJ
TELEPHONE NUMBER 22425 AND 27531

DAIHATSU DELTA - the dependable profitable truck



Daihatsu Delta is backed by Daihatsu's 70 years' experience in truck building. It is tough, durable, versatile and dependable.

The Daihatsu is a sure profit-maker.

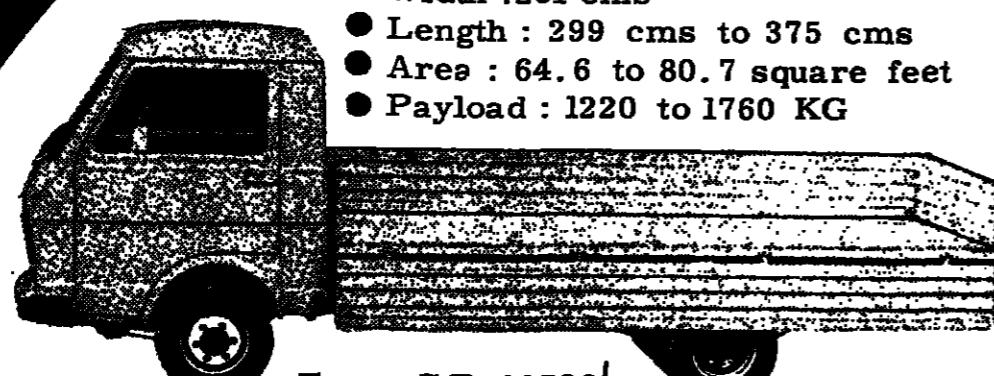
Agents for the Kingdom of Saudi Arabia:

HAMAD ALNASER ALHATLANI & BROS.
JEDDAH, MECCA ROAD, KILO 7, TEL: 77756-71765,
RIYADH, AL HATLANI BUILDING OPPOSITE FOOTBALL STADIUM, TEL: 68924

Juffali presents **KOMBI**

**LT PICK-UP**

- Trucks Loading Platform
- Hinged on three sides with simple locking
- Handles for easy ON-OFF loading
- Width: 201 cms
- Length: 299 cms to 375 cms
- Area: 64.6 to 80.7 square feet
- Payload: 1220 to 1760 KG



From SR. 29529/-

NEW PASSAT LS 79

From SR. 15,750/-

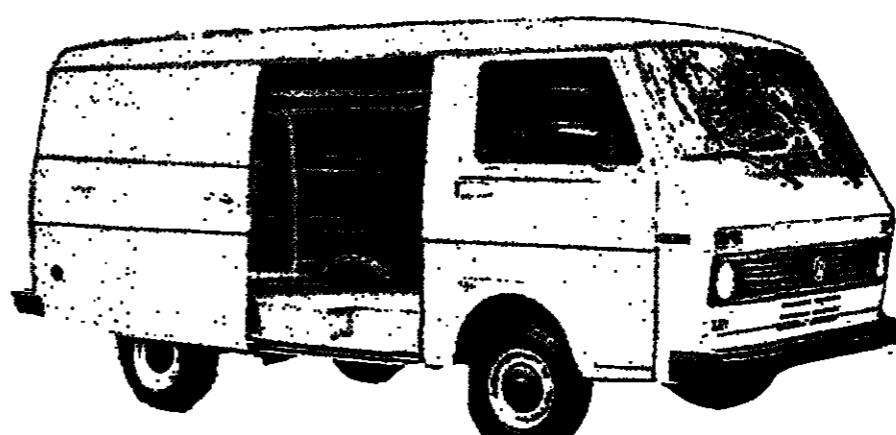
- Headrests
- Safety Seat Belts
- Air conditioning
- Radio
- Metallic Colours
- Many other features
- UNBEATABLE PRICES

12 MONTH WARRANTY UNLIMITED MILEAGE.

THE NEW MICROBUS & KOMBI

From SR. 14326/-

- 9 Seater
- Power Brakes
- UNBEATABLE PRICES
- Reliable Air-cooled Engines
- New styling, new two tone colours
- Removable seats to be used as Cargo Van

LT VAN

From SR. 30,500/-

- Water Cooled 75 HP Engines
- 1.2 Upto 1.8 Ton Loads
- Long and Short Chassis
- Reinforced shock absorbers
- Easy Access into and out of VAN
- Normal or Double Wheel base

AUDI 100 GLS

- Halogen Foglights
- Automatic Antenna
- 4 Cylinder 2000 cc 115 HP
- Airconditioned
- Head Rests
- Safety Seat Belts
- Stereo
- Metallic Colours
- Tinted Glass



From SR. 32,000/-

Special Discounts on 78 Models While Limited Stocks Last.

VISIT OUR SHOWROOMS AND LOOK AT OUR BEAUTIFUL NEW MODELS NOW.

if you
find a better
car
buy it



E.A. Juffali & Bros.

JEDDAH 22222, 53301, 53331 - RIYADH 22322, 22722



Jamjoom: The Flagship of Peugeot fleet

By Tim Sisley

Before the Jeddah to Taif road was built the desert route was plied by old Ford and Chevrolet station wagons from the 1930s, known to all from their plywood paneling in Arabic and English, as the "box". The modern highway came and the taxis became Japanese, but the name lingers.

The Peugeot box, the 50-family estate, accounts for some 80 per cent of all Peugeot sales in Saudi Arabia. Farouk Jamjoom of Mohd. Nour Salah Jamjoom Brothers on Mecca Road in Jeddah, the Peugeot agents for the west of the Kingdom, says that it sells mainly to large middle-class families, who with foreigners who have known Peugeot in Europe and Africa, make up most of the Peugeot market.

Setting for about SR26,000 without air conditioning and some SR29,000 with, it has three rows of forward-facing seats and a 1971 cubic centimeter engine. Jamjoom suggests that one good selling point is that the resale value of a "box" in good condition up to the end of the second year of ownership will be unlikely to be less than 90 per cent of the original price.

Ten months ago the Jamjoom family concern in Jeddah that dealt in Peugeot and Hino trucks from Japan split up into two separate entities, to allow more scope for expansion. There is now no commercial relationship between them.

Since then Peugeot has had a good year, with a growth rate of between 15 and 20 per cent over 1977, selling some 2,000 vehicles. The reorganization gave Peugeot twice as much space for stocks and workshops, and more expansion is planned for this year.

A representative has already been found in Khamsin Mousait, and Jamjoom is looking for one in Medina. A new bodywork shop is being built at the moment, and new workshop equipment is to be installed.

In that expansion there are hopes pinned on a model new to the Saudi market, the Peugeot 305. It is a 1500 cubic centimeter front wheel drive



Sheikh Farouk Jamjoom

four-door saloon with independent suspension. Aimed at the middle of the range of potential customers, it sells for about SR27,000 with radio and air conditioning and around SR22,500 without either.

It is available now at Jamjoom's. The model was introduced in Europe early in 1978, and it had been hoped to bring it to the Kingdom in April of last year. But it was so successful in Europe, having sold 150,000 already, that there were simply none left for anyone else.

Jamjoom's also handles the flagship of the Peugeot fleet, the 604, limousine. At about SR44,000 for the automatic version and around SR42,000 for the four-speed manual, it has a 2664 cubic centimeter engine and twin carburetors, it is capable of 185 kilometers per hour.

At the other end of the range is the Peugeot 104, a five-door hatchback that sells for some SR17,000 without air conditioning. It has independent suspension and dual circuit braking. The 504 saloon, a sister of the "box", sells for about SR27,000 with air conditioning and some SR25,000 without. Jamjoom also sells

The cars Jamjoom sells are given a free service after 1,000 kilometers, and he says that he will bear the responsibility for any technical fault, to the extent of replacing an unsatisfactory car. Both mechanical and body treatment are available, and depending on how many people are waiting it would be usual for such a problem as an exhaust pipe needing replacing to be done on the same day. Twenty people work in the spare parts department and there are six months' worth of stocks of every part.

Jamjoom says that his workshop does not make a profit. His charges will only cover the expenses involved in running the facility, as it is more important to get a good name for Peugeot cars and their service.

The Peugeot agency for the Eastern Province is held by Auto-Marketing in Al-Khobar, and for Riyadh by Abdul Aziz Asseem. Both are expanding. Auto-Marketing will complete a new garage in March and the Riyadh dealers are now starting work on a new site on the main road to Dhahran to house all its facilities, including a workshop where three of the 50 mechanics are French factory-trained.

But there is one problem that Jamjoom has not suffered from that is facing the Riyadh dealers. Although the French factory has put up its prices in the past year by nine per cent, the fluctuating exchange rates of the later half of 1978 have meant that prices to Saudi buyers have gone up between 15 and 20 per cent. Jamjoom's sales have apparently not dropped significantly as a result, but Asseem's have.

Peugeot is a family business, with family members holding about 42 per cent of the shares in the group formed by Peugeot-Citroen's takeover in January of the Chrysler operations in Europe. After that move the company became the world's sixth largest car manufacturer after General Motors, Ford, Chrysler U.S., Toyota and Nissan. In Europe the group has 20 per cent of an annual market of 10 million cars; its nearest rivals, Ford of Europe and Renault, have less than 15 per cent each. It has an aggregate capacity of two million cars and trucks a year.



DAIHATSU

DAIHATSU DELTA TIPPER - the powerful quick unloading truck



Daihatsu Delta Tipper is tough carrier which can unload fast.

- * Reinforced cargo bed
- * Anti-seepage double-layer steel construction
- * Easy operation of dumper
- * Rear gate opens and closes automatically
- * Durable construction that stands up to rough terrain usage

Agents for the Kingdom of Saudi Arabia:

HAMAD ALNASER ALHATLANI & BROS.

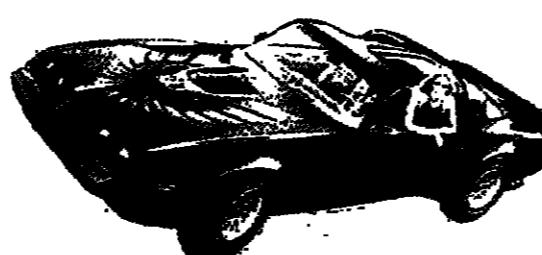
JEDDAH, MECCA ROAD, KILO 7, TEL: 71756-71765.
RIYADH, ALHATLANI BUILDING OPPOSITE FOOTBALL STADIUM, TEL: 68924



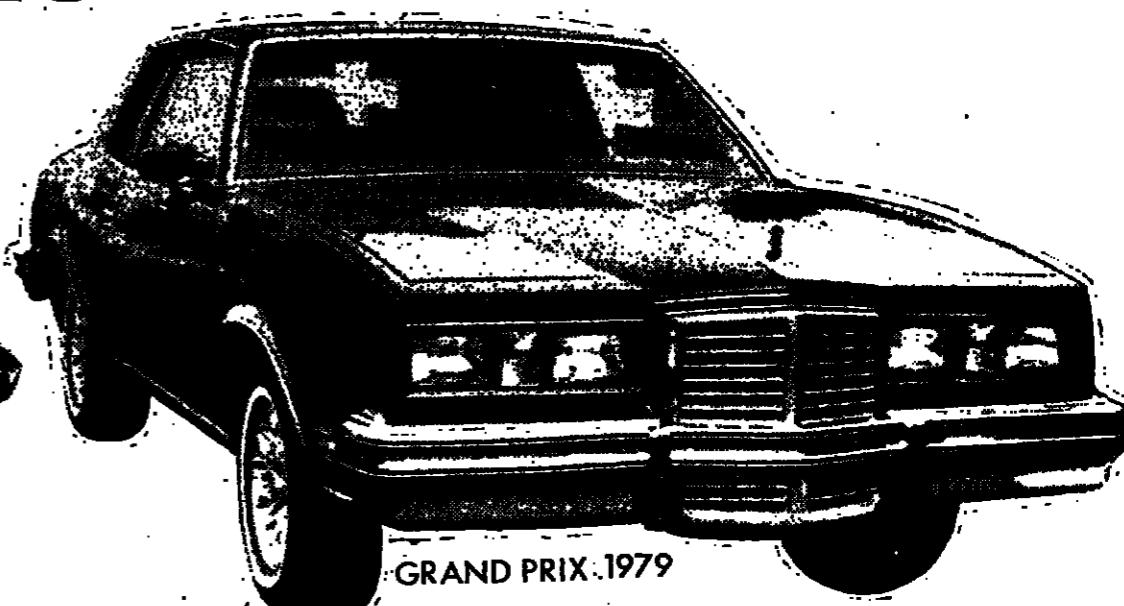
THE ROAD IS OUR SHOWROOM



1979 PONTIAC BONNEVILLE



FIREBIRD-TRANS AM 1979



GRAND PRIX 1979

GRAND PRIX A very special Pontiac. Elegant and comfortable, yet highly maneuverable and handsomely styled—engine, automatic transmission, plus many luxury features, are all standard.



PHOENIX 1979



JIMMYS



SUBURBANS



PHOENIX 1979

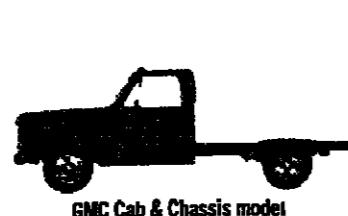


JIMMYS



SUBURBANS

GET TRUCKIN' GET a GMC



GENERAL MACHINERY AGENCY

P.O.Box: 139 JEDDAH: Saudi Arabia Telex: '401178 SLADIN SJ' Phone: Jeddah 23500/23791/29501/29502 Cables: TRUST JEDDAH
ALKHOBAR: P.O.Box: 287 Telex: 670115 GMA SJ Phone: 42558 Cable: TRUST ALKHOBAR

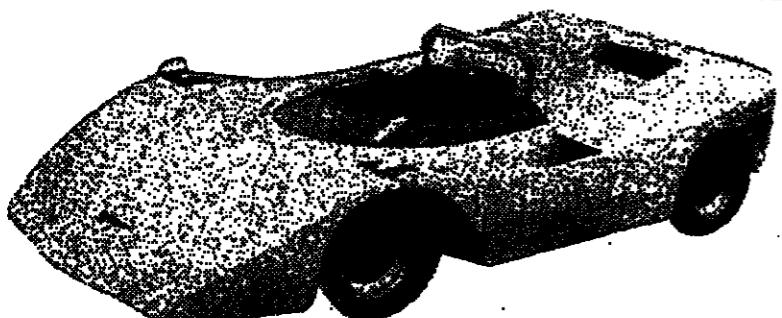
1 — Our employees are supplied continuously by GENERAL MOTORS (GM) with technical services information.
2 — Genuine GM spare parts with the latest information of the changes in the products are always available.

3 — We offer a guarantee backed by General Motors for a period of 12 months or 20,000 Km — which ever occurs first.
4 — Our cars are manufactured specially by General Motors to suit Middle East conditions and carried from the plant straight away to the ports of Saudi Arabia.

Just Off Prince Fahd Str.
At THE MOTORSHOW you will see the whole range of
"DATSUN CARS"

NISSAN R383

**Beautiful and exotic...
 Sleek and fast...
 the R383
 prototype racer
 by NISSAN**



DATSON 140Y 4-door Sedan

**Comfort,
 Durability,
 Low
 Maintenance**



DATSON 200L Sedan

**Beneath Its Elegant
 Exterior There's a
 Big Powerful
 6-Cylinder
 Engine**

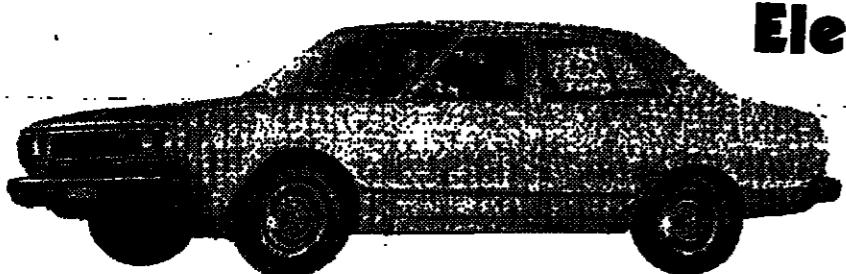


DATSON 280ZX 2+2

**As Graceful and
 Functional as the
 Wing of a bird-
 A Triumph of
 Modern Aerodynamics**

DATSON 180B Sedan Deluxe

**Elegantly Styled
 for Motoring
 Prestige**



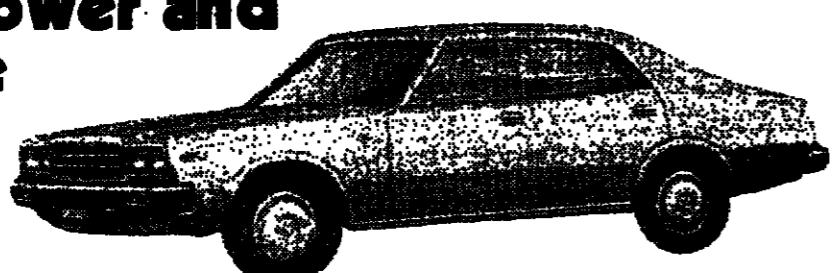
DATSON 140Y Sports Wagon GL

**Fresh Beauty
 and Total
 Economy**



DATSON 240L 4-door Hardtop

**More Power and
 Prestige**



**DATSON PICKUP
 1800 Standard Body**

**Born Versatile and
 Built to Last**



NISSAN E20 Microbus

**How to Move People-
 15 at a Time-
 In Comfort**



NISSAN PATROL Hardtop

**You Can Count on It
 When the Going
 Gets Tough**



Sole Distributor:



SIRAJ H. ZAHTRAN & CO.

HEAD OFFICE: Jeddah, Medina Road.
 ADDRESS: P. O. Box 701, Jeddah Telephone: 50745
 Telex: 401556 Afaf S. J. Cable: AFAF

Mazda sales up 20 per cent

By a Staff Reporter

Haji Hussein Alireza Co. Ltd. Saudi Arabia's largest importer of passenger cars, according to its general sales manager David Ewer. In the first ten months of 1978, its Mazda imports accounted for 35,000 of the 212,000 vehicles brought into the Kingdom.

With sales some 20 per cent up in 1978 over 1977, Haji Hussein Alireza sells about 3,500 vehicles a month, and apparently shows a steady growth rate.

The Mazda factory in Japan is approximately as small as the BMW plant in Germany, and although the evidence of the Kingdom's streets might be to the contrary it has an output far smaller than those of the giants of the Japanese car world. The models supplied, although popular, are accordingly limited in range.

The most sought after model, the sales of which make up around 90 per cent of the vehicles Haji Hussein Alireza sells, is the Mazda 929L. It is a four-door sedan easily recognized by its solid look, with an 1970 cubic centimeter engine. A variant, the 929L Limited, has more swept-back sporty lines. With air-conditioning, the Mazda 929L retails for SR 19,500, without for SR 17,000, the Mazda 929L Limited with air-conditioning for SR 21,00 and without for SR 18,000. Ewer says that the 929, in those and earlier models, has sold more units than any other car in Saudi Arabia.

Although the 929L has four forward speeds in its gearbox, it is possible to obtain five with the 929L Limited. There are some useful touches to the interior of the Limited that one tends to expect only in more expensive cars: the wing mirrors can be adjusted from the inside, the clock is digital quartz, and the windows are electrically operated. Perhaps best of all, a warning panel lights up in case of fault in the side-lights, license plate light, either brake light, brake linings, or



Sheikh Hussein Alireza, flanked by a Mazda dealer and a representative of the Japanese manufacturer at the opening of the Mazda service department.

vacuum booster; and if the windscreen washer, battery or fuel tank are empty.

The other passenger car Haji Hussein Alireza now offers is a four-door hatchback, the Mazda 323. The two-door model is not available in the Kingdom. With a 1300 cubic centimeter engine, it can be bought with air conditioning for SR 15,000, and without for SR 13,000.

Haji Hussein Alireza is shortly to introduce a new model, fitting into the gap between the 929L and 323. The 626, will be available in two or four-door versions, with 1600 or 1800 cubic centimeter engines.

Ewer sees his competitors as principally Datsun and Toyota, and attributes his company's holding its own against them in part to active marketing and frequent advertising. But he says that the Mazda passenger car is a quality vehicle.

The fall of the dollar and the phenomenal rise of the yen last year dented Japanese motor manufacturers' sales in many markets. Ewer says that his prices have gone up some 15 per cent in the past year. He agrees that some people may have been put off by the increased costs of buying a Japanese vehicle, but sales rose by 20 per cent over the same period.

There is a caution, though, that the company pays for the cars at the exchange rate prevailing when the ship docks, so any quotation can only be approximate.

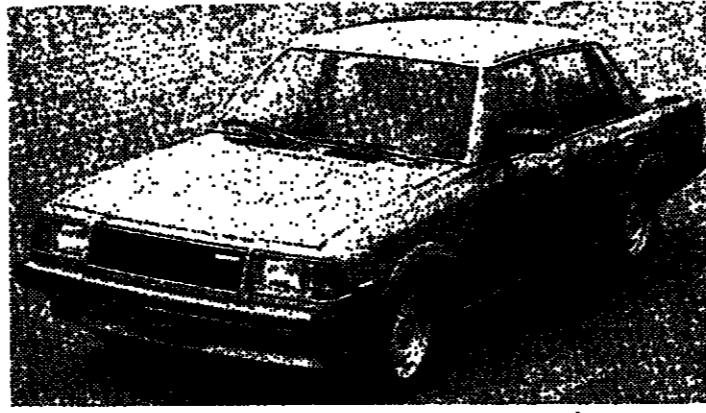
Haji Hussein Alireza keeps

between 4,000 and 5,000 vehicles in stock in Jeddah alone, in pounds across the city from Kilos 2 and 24 of Mecca Road to south of Petromin, and Ewer says that supply of as good as any model is immediate. In this he is helped by a limited selection of colors that relies on red, white, blue and silver.

No accessories are fitted in Saudi Arabia, and it consequently takes no more time to supply a car with stereo radio and cassette player, air conditioning, inertia reel safety belts, electrically-operated windows, power steering, a five-speed gearbox, electric wing mirrors and electric trunk and petrol cap opener. Many of those are anyway fitted as standard.

Ewer sees the public in Saudi Arabia as coming to realize that availability of servicing and parts is a major factor in selecting a car to buy. He is proud of his service department at Kilo 11 on Jeddah's Mecca Road, which has now been fully operational for some 12 months.

(TS)

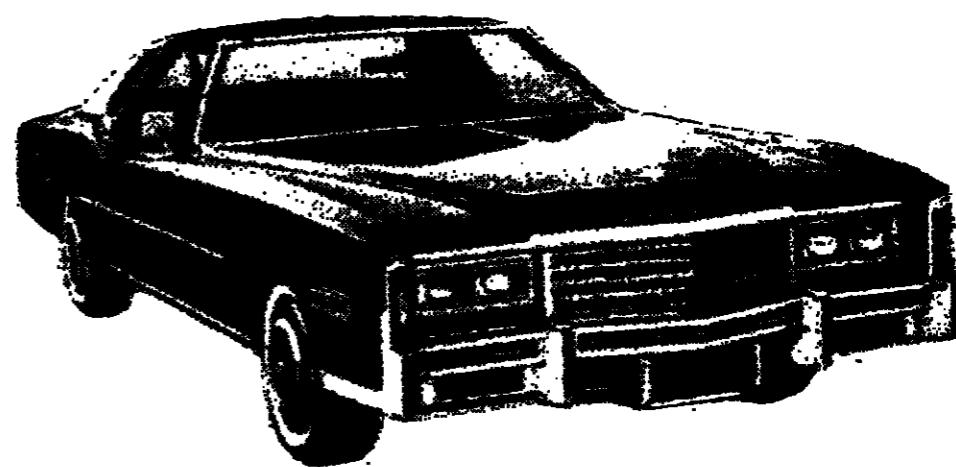


Mazda 626

HANCO
RENT-A-CAR

الأولى
لأيجار سيارات
السيارات

THE
LEADERS
IN CAR RENTAL



We are the first to provide on-the-spot service at Dhahran Airport.
Fast efficient & courteous service.
See us in arrivals, day and night.

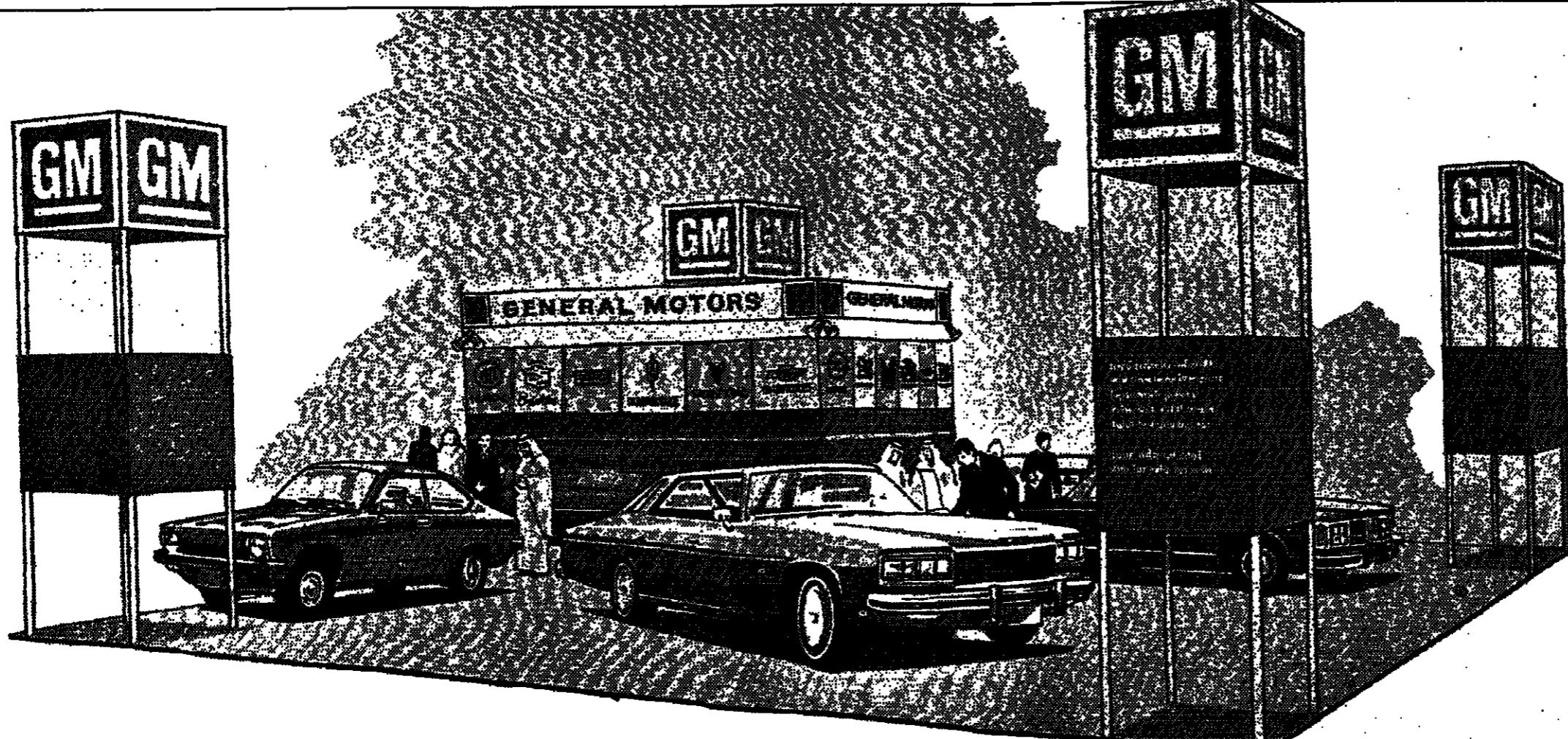
HANCO
RENT-A-CAR

MAIN OFFICE DAMMAM
P.O. BOX. 2284,
TEL: 25517
TELEX: 601295 HANCO SJ



GENERAL MOTORS

at the First Saudi Arabia Motor Show - Jeddah



February
9 - 23,
1979

We take pleasure in inviting you to the General Motors exhibit at the First Saudi Arabia Motor Show, Jeddah, February 9 - 23, 1979.

A selection of General Motors passenger cars and commercial vehicles will reflect General Motors advanced technology, highly applicable to your transportation needs.

The authorized dealers in the Kingdom of Saudi Arabia welcome you. They offer competitive prices; and the best after purchase service and original spare parts. See your General Motors authorized dealer for a fine selection of Tomorrow's Vehicles Today.



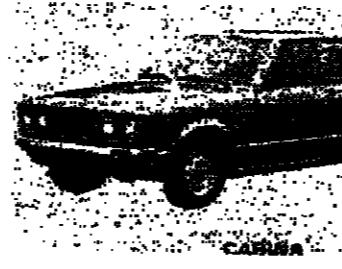
Tomorrow's
Vehicles Today

A success story called Toyota



Sheikh Abdul Lateef Jameel

The company encourages spare parts distributor by financing part of their investment so that Toyota parts may be available in as many places in the country as possible.

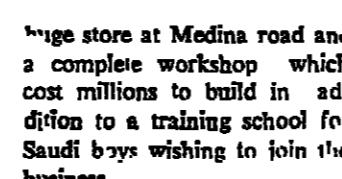


COROLLA



TOYO-ACE

"Ours is the largest car company in Japan and the second in the world," Abdul Lateef Jameel says. "As the largest importer in Saudi Arabia we feel duty bound to make our spare parts available to anybody easily and cheaply."

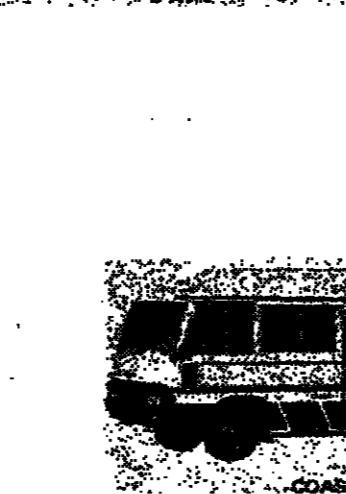


"huge store at Medina road and a complete workshop which cost millions to build in addition to a training school for Saudi boys wishing to join the business."

Toyota produces 14 models. These are Corolla, Carina, Celica, Corona, Cressida, Crown, Hi-Lux, Stout, Coaster, Landcruiser, Dyna, Hi-Acc, Toyo-Ace, Toyota Trucks. As though this is not enough, these models have 93 versions to choose from. (F.M.L.)



DYNAL



LAND CRUISER



COASTER

By a Staff Reporter

Sheikh Abdul Lateef Jameel sat well back in his chair at his modest office near the Chinese embassy in Jeddah to reminisce about a success story called Toyota. He won the agency for Saudi Arabia in 1955, five years after Toyota had started post-war production in Japan.

Sheikh Abdul Lateef says his first order was for ten four-wheel drive cars at the request of the company which was anxious to establish a foothold in the Saudi market. Most car imports those days were four-wheel vehicles because of the dearth of motorable roads. "Imagine," Sheikh Abdul Lateef adds, "we could not sell those ten vehicles in the first year of the agency, but slowly we began to sell more. When we sold thirty vehicles in one year we congratulated ourselves on the success. Gradually, we increased our sales until we were able to dispose of thirty

vehicles a month. This was a watershed, we told ourselves."

In 1961 Abdul Lateef Jameel began importing lorries and a year later a few saloon cars. The figure continued to rise to 100,000 vehicles a year making Toyota by far the largest selling car in the Saudi Arabian market. During 1977, the company sold 115,000 vehicles giving it a 47 per cent share of the market or nearly half the total number of all vehicles entering Saudi Arabia for sale every year. The number of Toyota cars imported into Saudi Arabia represents nearly seventy per cent of all Toyota cars sold in the Middle East.

Abdul Lateef Jameel employs some 1400 people as of November 1978 and he has offices and branches in Jeddah, Riyadh, Dammam, Hofuf, Taif and Mecca in addition to dealers all over the country.

Experts advice on desert driving

By a Staff Reporter

From the homemade Volkswagen dune buggy to the over SR 60,000 British Leyland Range Rover, the desert vehicle is a natural in Saudi Arabia with its long stretches of sand and numbers of people with leisure time and money to spend on recreation. The buyer has several to choose from in this area. American cross-country products include the General Motors Corporation Jimmy, the Chevrolet Blazer, and the International Harvester. Japanese models are the Toyota Land Cruiser and the Nissan, Suzuki, and Daihatsu products. British-made vehicles are the Range Rover and the similar Land Rover. All are cross-country vehicles they can be driven on almost any terrain.

But there is a lot more to traveling in the desert than going to one of the dealers and paying for the vehicle. First, the buyer must decide what needs are.

If he wants to play around on beaches and other sandy

areas for short periods of time, he should consider the

true enthusiast can create his own dune buggy by cutting the body off the frame of the Volkswagen (or any other small car) and making a few other modifications. The weight of the vehicle is the crucial element of the work. On a Volkswagen it can be decreased from the original 1,500 lbs. to 800 lbs. or less.

With the addition of 12-15 inch wide tires (normal width is five inches) and an inflation pressure of four to eight pounds per square inch (normal air pressure in average size tires is 20-32 p.s.i.), the dune buggy will move on sand better than its competitors, even with its two-wheel drive. However the individual who wants greater safety and durability to travel longer distances should make another choice. He must consider several aspects of the machine he is purchasing, and then know something about making his own modifications on it. One of the first things he

should do is talk with others who have experience with desert travel in this area of the world. The following suggestions were made by two such people. Robert Wilkinson, a chemistry teacher at the University of Petroleum and Minerals, who has traveled extensively in the Eastern Province desert area; and Robert Crack, a mechanical engineer at U.P.M., who is an experienced automobile hobbyist. Both own and maintain British Leyland Land Rovers.

First they say the buyer should purchase a vehicle with four-wheel drive. This extra traction is essential in the sand unless the vehicle is uncommonly light (like the Volkswagen dune buggy).

Second, he must determine what type of tire he wants. Many enthusiasts advocate tires which are designed for travel on sand. This type of tire is rounded at the edge (almost balloon-shaped), and the treads are straight lines around the circumference of the tire. In addition, there are fewer treads which are spaced farther

front and back axles). The driver has to decide which of the wheel-base lengths is best for the terrain he will be crossing.

Once the vehicle is purchased, the owner then must decide what modifications to make and what extra equipment to add.

Wilkinson added a spare gasoline tank and thus doubled his fuel capacity. He also made extra fixings to hold Jerry cans which can carry extra gasoline or water, and installed hooks and elastic straps to hold down heavy items on bumpy rides.

A good battery clamp is an important modification. Most vehicles have the battery situated on a metal tray or brace.

If the battery should become dislodged during a rough trip, it could become damaged and fail to operate.

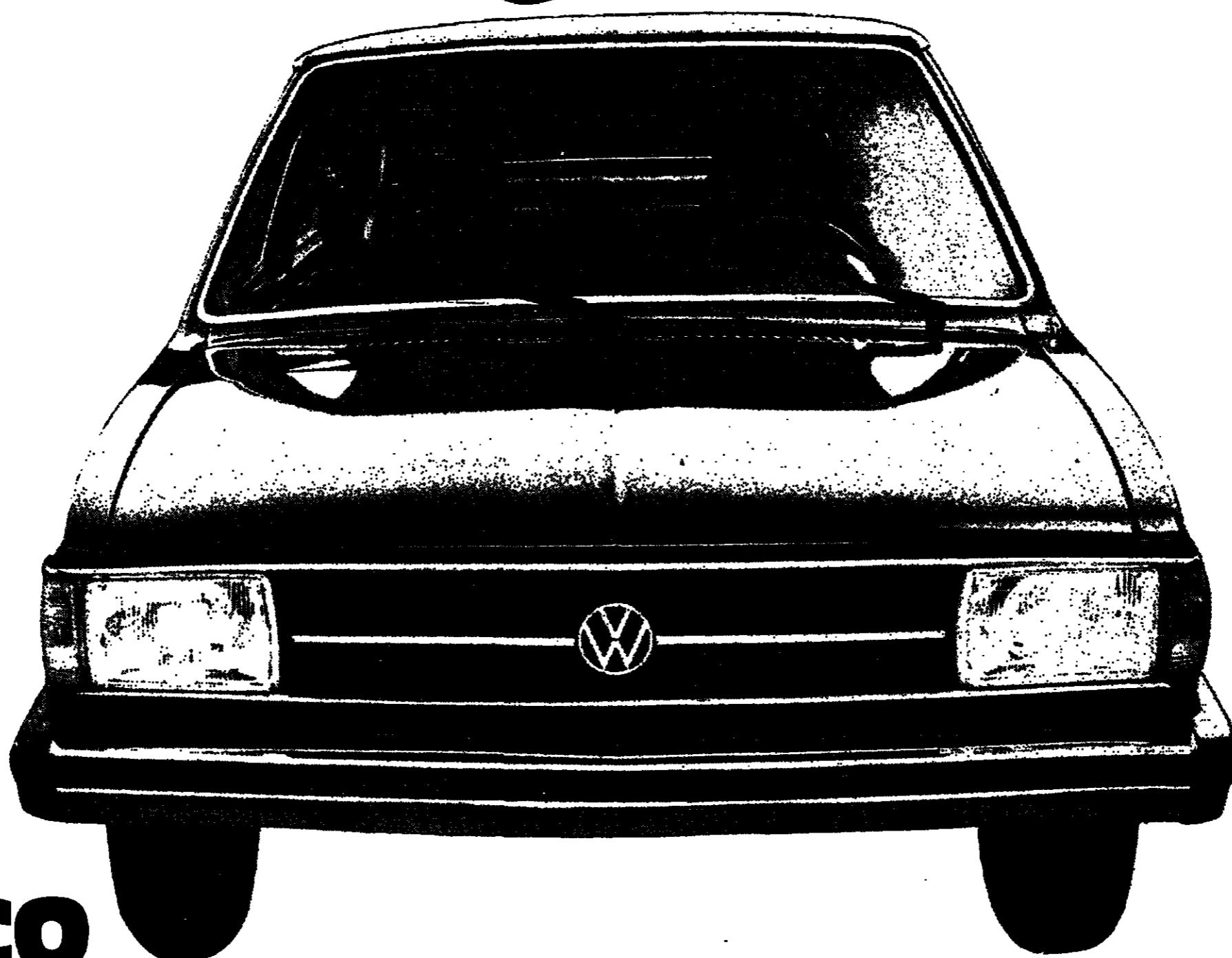
Extra wheels can be carried as a safety precaution. Sharp rock or debris left by previous visitors to an area can puncture tires.

In case the vehicle does get stuck in soft sand, Wilkinson and Crack have several suggestions concerning spare

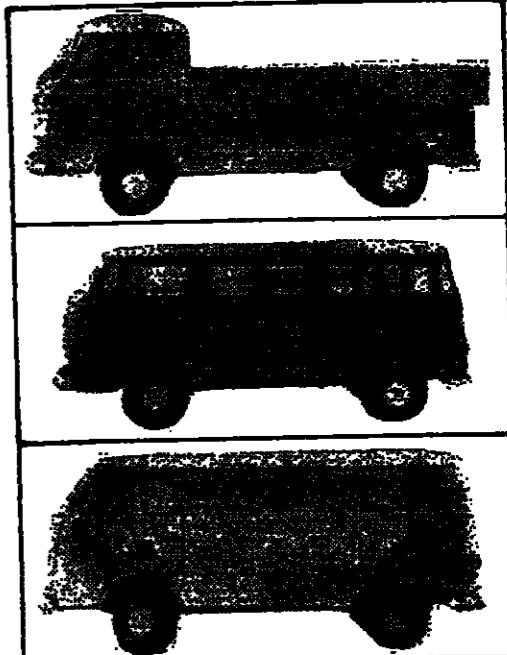
gears concerning spare



THE FAMILY



**Work is their
Real Business**



CODECO

Consulting & Developing Engineers Co.
P.O. Box 266 Dhahran - Al Khobar Road Tel: 42125-42126

CODECO ABUKHADRA

CODECO ABUKHADRA

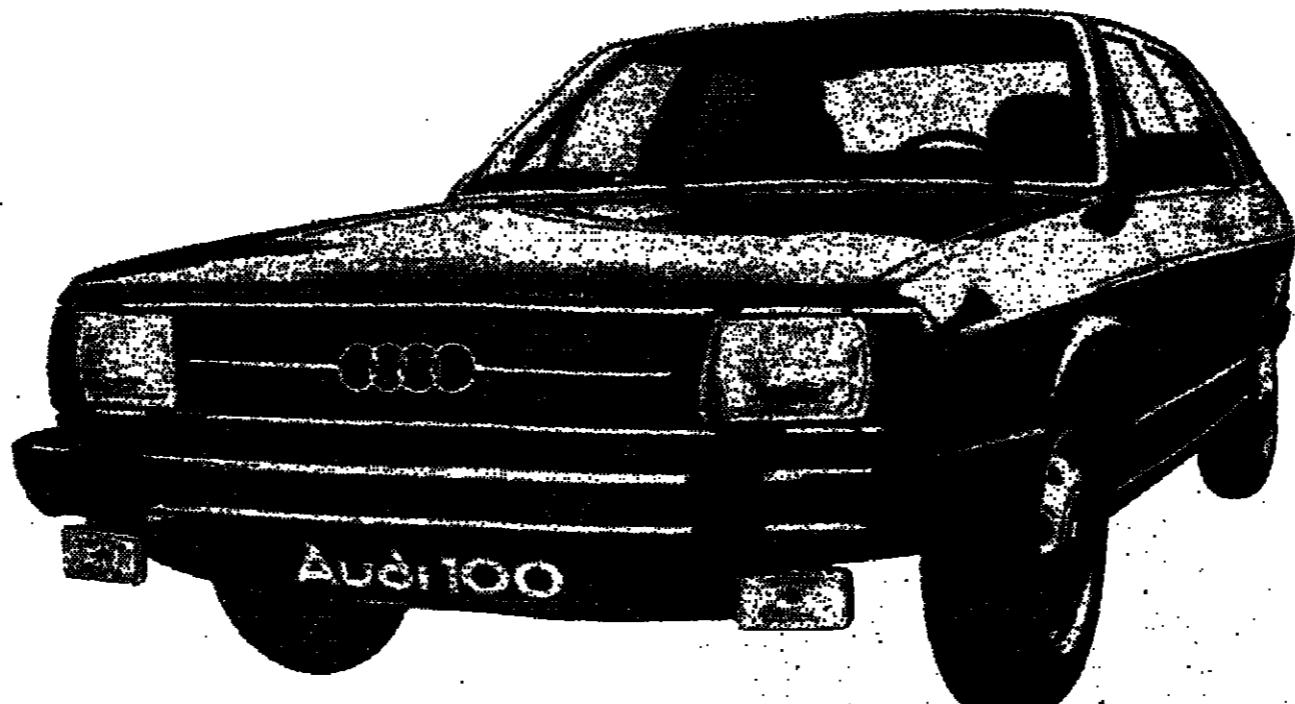
The New Audi 80
showing what is
technically possible
in this class
today

The New Audi 100
the five
cylinder
car



Audi 80

Confident driving through
perfect engineering



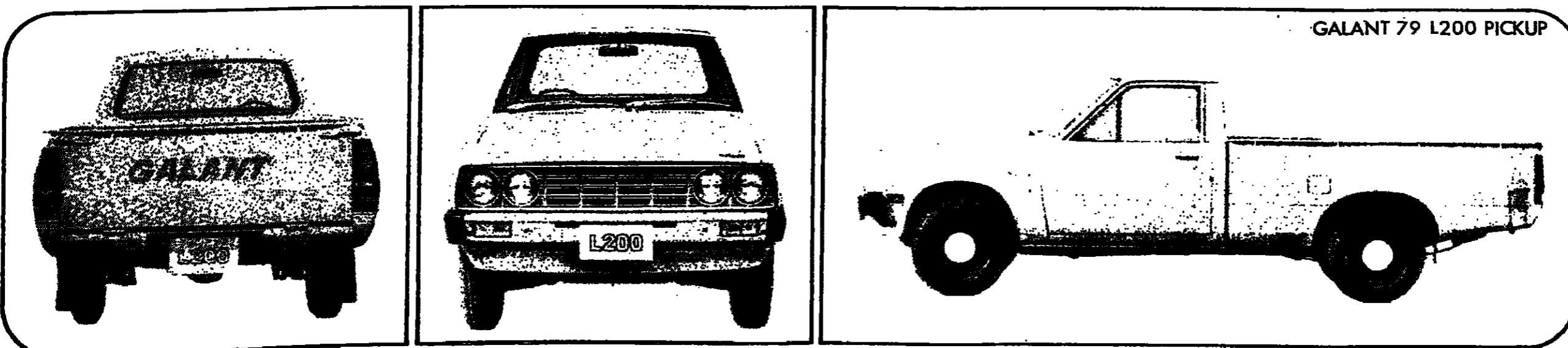
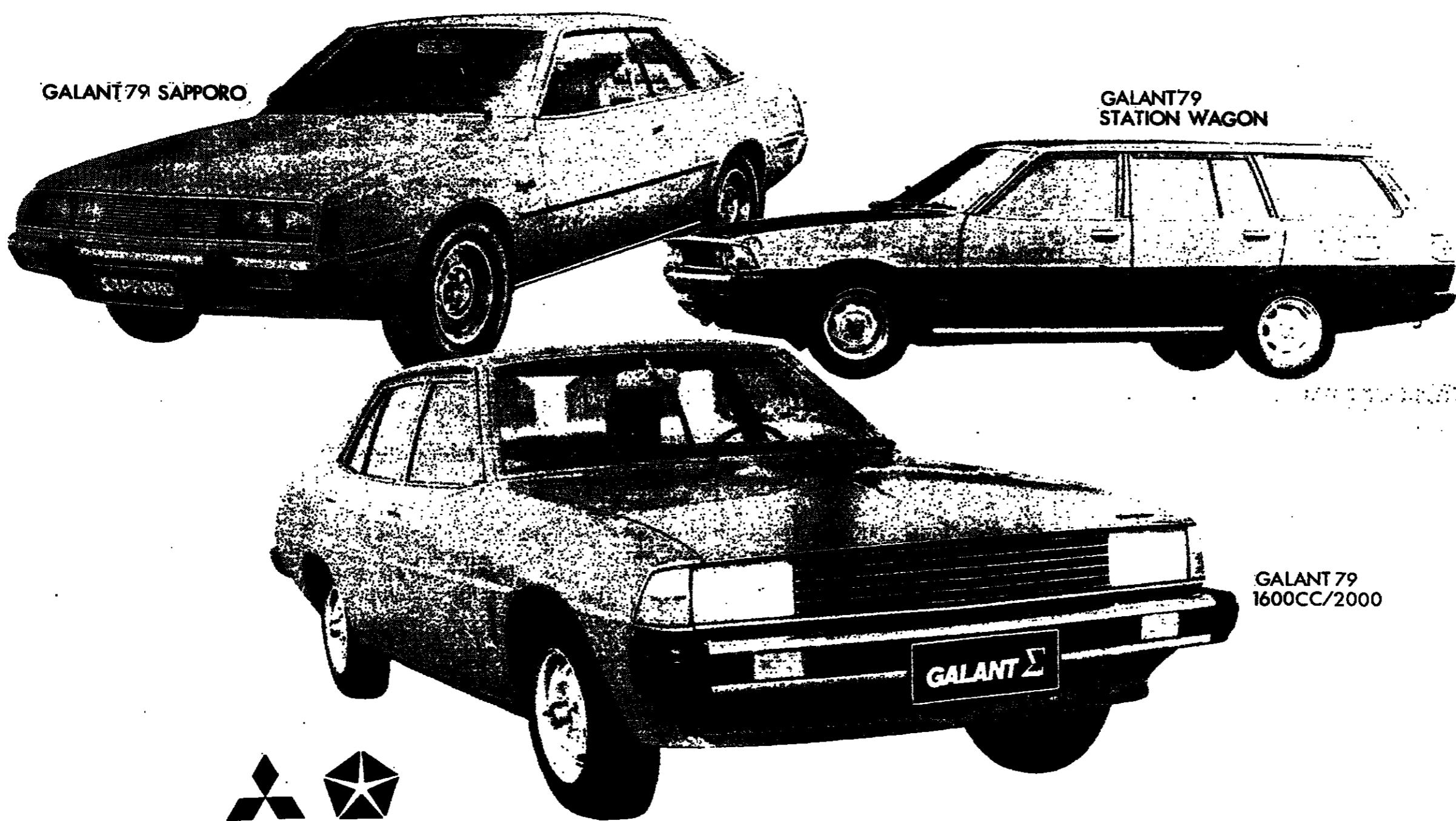
Audi 100

German quality engineering
for maximum comfort
and safety

Al Esayi has a **GALANT** for your style

Choose a Galant to suit your style.

The Galant is engineered by Mitsubishi of Japan with the collaboration of Chrysler the famous US automaker. Mitsubishi cars are tested in the toughest rallies of the world where they were always in the lead



SPARE PARTS & AFTER SALES SERVICE AVAILABLE

ALESAYI TRADING CORP.

P.O. BOX: 1342 TEL: 78662-78444 MECCA ROAD KILO 3 JEDDAH AL-RIYADH: IN FRONT OF
THE ROYAL TECHNICAL COLLEGE TEL: 27751 P.O. BOX 3983
DAMMAM: DHAHREN STREET TEL: 22565

The Galant 1200 designed for Saudi Arabia

By Farouk Luq in
One of the great success stories of the motoring trade in Saudi Arabia is the pick-up, popularly known here as the "unit" which is slang for the first vehicles of this type imported some years ago and had a capacity of 1.8 tons.

Toyota Hi-Lux pickups were a runaway success as they effectively replaced the Arabian camel as a means of transport and beast of burden. Then Datsun entered the market with its own pickup followed by Mazda. Together the pickups formed the largest selling vehicles in Saudi Arabia and still do.

The firm of Essayi, agents for Chrysler wanted a pickup of their own but had to wait several years until Chrysler acquired the Japanese firm of Mitsubishi Motor Corporation, MCC.

Combining, in the words of Saleh Essayi, Manager of the company, "American technology and Japanese accuracy", MCC designed and made a prototype pickup suitable for the Saudi market. They spent three years testing the vehicle in the difficult terrain of Qassim and outside Riyadh until

they were satisfied that they had a good vehicle. The first consignment of MCC Galant pickup sold like hot cakes.

"We could not have enough to meet the deluge of orders," Saleh said "and we have ordered a lot more." It is now selling beautifully, he added.

The engine is the 4G32 OHC with 1597 cc displacement, a proven high-power, long-term performer. It has plenty of torque for every job, and offers excellent fuel economy.

The chassis is as strong as Mitsubishi can make it, and since they are famous for their long-distance rally wins, that means it can take any kind of terrain. The shape and structure of the side frames and cross members are designed for optimum strength and stability.

The cabin has been engineered for utmost comfort, using the same type of design as a passenger car. The seat angle provides ideal back support so that the driver feels relaxed even after hours of driving. And the seat adjusts backward and forward through a wider range than most other pickups to match any physique. It has an extra baggage area behind the seat with plenty of room

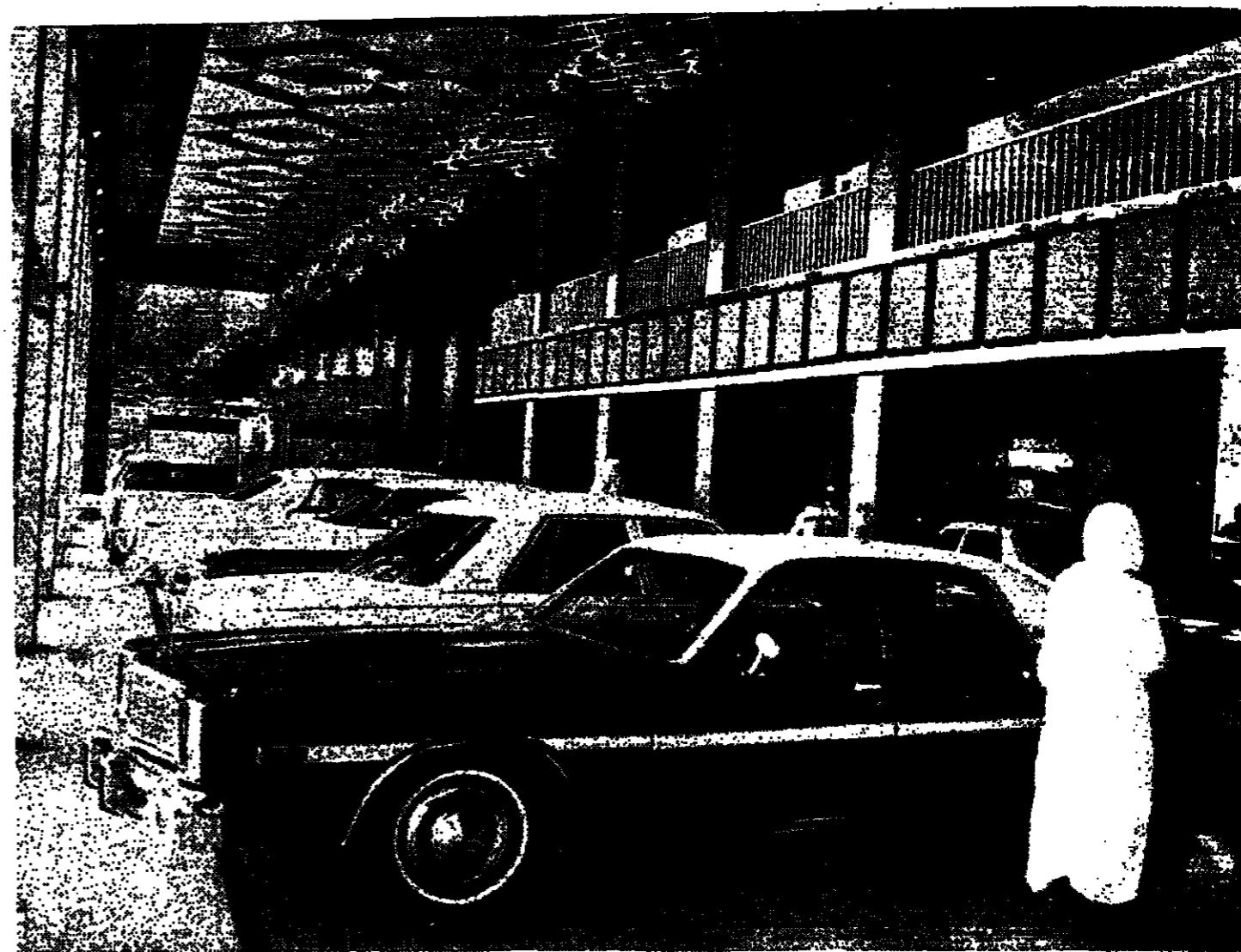
for tools, carry along gear or small bags.

"We are confident," Saleh said "that sales of the L200 pickup will soar and may soon be in the front rank of pickup sales in Saudi Arabia."

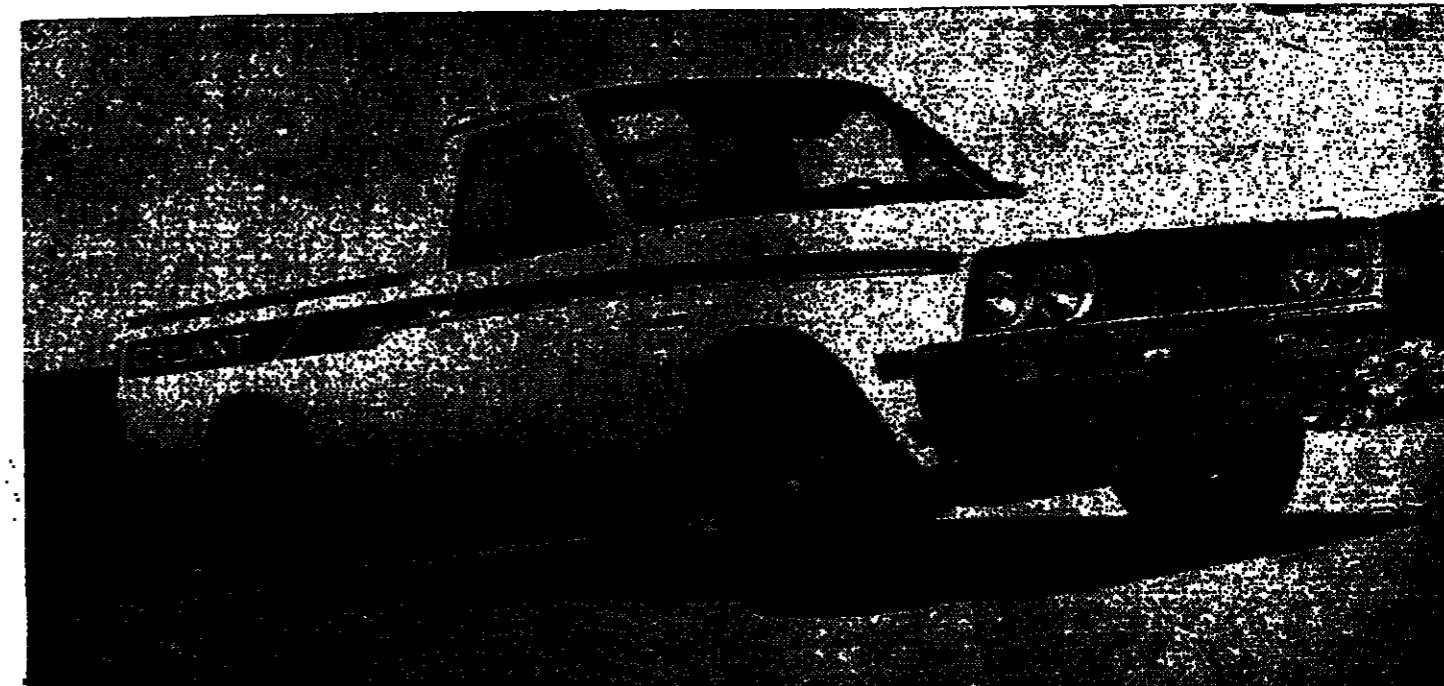
Essayi is a partnership between two cousins. Sheikh Ali Abdulla Al-Essayi and Sheikh Omar Qasem Al-Essayi. They started, operating a rather modestly in 1967 with a small number of cars. At present they distribute Chrysler products, Plymouth, Galant, Lancer, Sapporo, Fuso, tippers and Canter pickups as well.

The Galant 'saloon is their best selling car so far and the price ranges between SR.1400 and SR.2300. Their most expensive car is the well-established Chrysler New Yorker.

And they are still expanding. Their Mecca Road office is being extended to become one of the largest showrooms in Jeddah while their head office will be shifted to Kilo 11, Mecca Road where it will be housed in a 247,000 square meter area for service, spares and repairs in addition to their branches in Dammam and Riyadh and their planned branches elsewhere.



Essayi showroom on Mecca Road.



The Galant L200 pickup, a relatively new entrant into the Saudi market was designed specially for Saudi Arabia.

Japanese experts training apprentices at Al-Essayi.

When in Saudi Arabia, go by **VOLVO**



VOLVO F12, The Finest Long-Haul Truck on the road-designed with the owner and buyer in mind.

Turbocharged 350 HP VOLVO Diesel Engine
16 Speed Synchronized Gearbox
Suspended sleeping cab with A-C

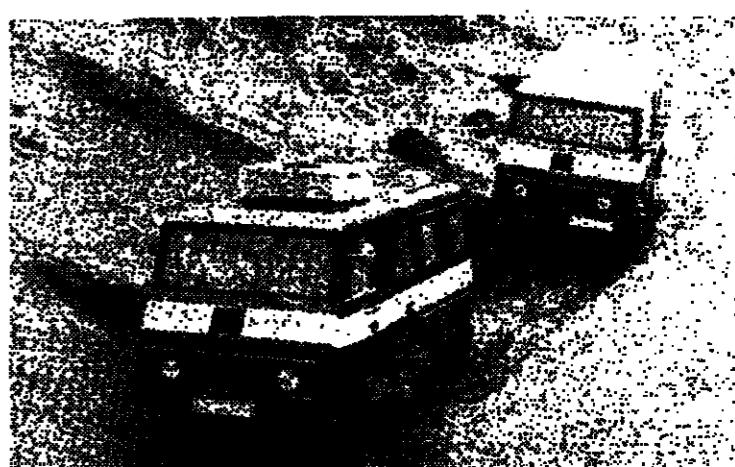
Gross vehicle weight for the 6 x 4 is 32,500 KG.
Gross vehicle weight for the 4 x 2 is 19,500 KG.

One of the Toughest, Safest and most comfortable cabs in the world Guaranteeing Maximum Driver efficiency.



VOLVO N 10 is one of the world's most reliable Trucks in use in the Middle East Since 1973.

The N 10 is a versatile vehicle ideal for various purposes, such as:
TRAILERS - DUMPERS - TANKERS -
HEAVY HAULAGE - 3 WAY TIPPER .



VOLVO C-202, 4 x 4 Hardtop is the all terrain go anywhere vehicle for work or fun.

This Unique, Rugged, Vehicle can be used as:
CANVAS - AMBULANCE -
WORKSHOP VEHICLE -
FIRE FIGHTING ENGINE - PICK UP .

MEDCO مذکور
MIDDLE EAST DEVELOPMENT COMPANY

MEDCO VOLVO TRUCK DIVISION
Jeddah P. O. Box : 2680
Tel : 61081 - Telex : 401277
Riyadh P. O. Box : 19
Tel : 87771 - Telex : 20378
Al Khobar P. O. Box : 1140
Tel : 48804 / 48918 - Telex : 671249

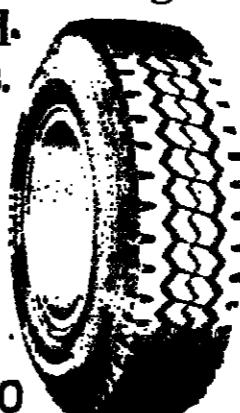




The tire that's a sales success

Bridgestone is the choice of drivers and car owners in Saudi Arabia as it is in over 130 countries around the world. In Saudi Arabia Bridgestone tires quality sales growing to the up-to-date need of radialization. Enjoy durability of brand new truck and bus radial tires G 550!! Reliable Bridgestone off-the-road tires are a favorite with economy-minded heavy duty and fleet owners and equipment operators. Dependable Bridgestone tires are even used for aircrafts like Boeing 747 Jumbo Jets and Lockheed Tristars.

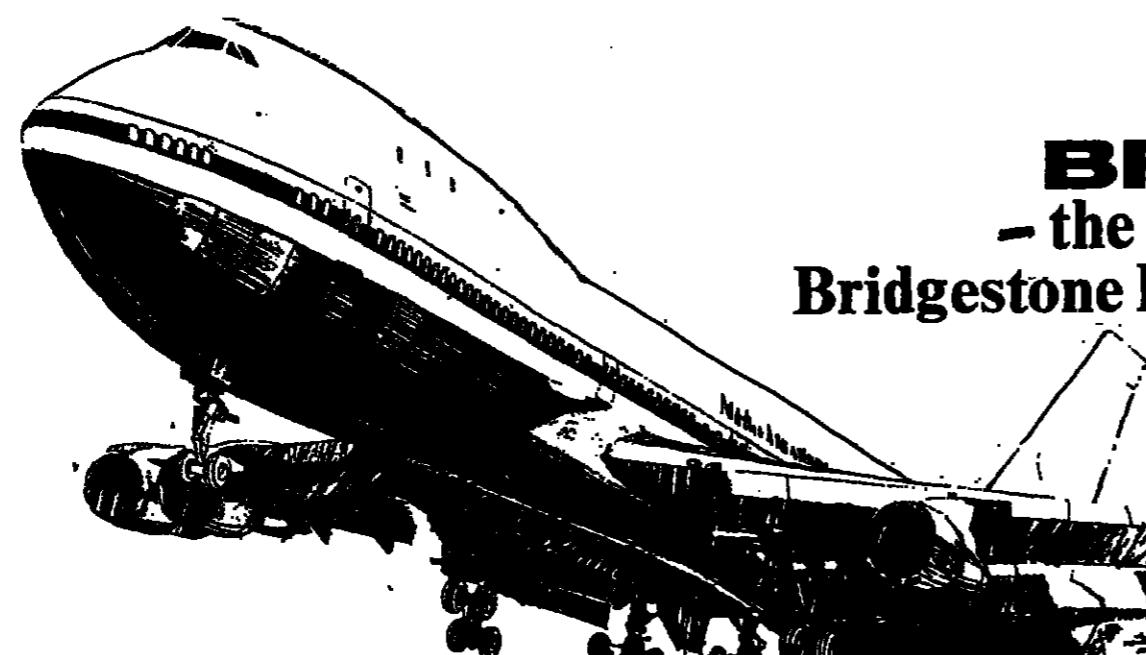
BRIDGESTONE
TRUCK AND BUS G550
V STEEL RIB LUG 550



BRIDGESTONE

— the tire more people choose.

Bridgestone knows all the paths of Saudi Arabia.

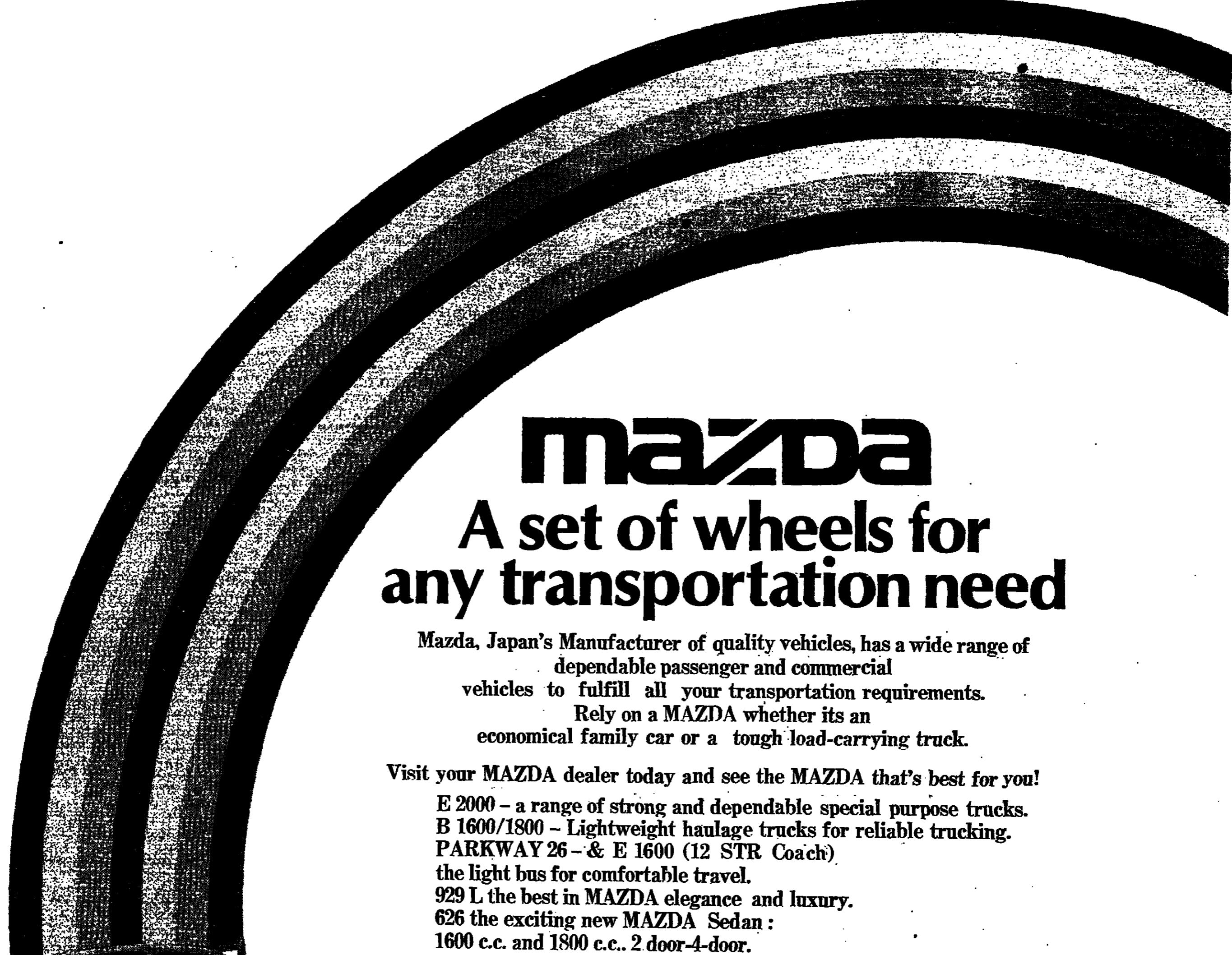


A.S. BUGSHAN & BROS.

HEAD OFFICE JEDDAH

TIRE DIVISION 29211 EXT. 76
29434 EXT. 78

SHOWROOMS: JEDDAH RIYADH DAMMAM MECCA TAIF ARAR (Northern Area)
PHONES: 31282/22464 25952 23972 29619 23474



MAZDA

A set of wheels for any transportation need

Mazda, Japan's Manufacturer of quality vehicles, has a wide range of dependable passenger and commercial vehicles to fulfill all your transportation requirements.

Rely on a MAZDA whether its an economical family car or a tough load-carrying truck.

Visit your MAZDA dealer today and see the MAZDA that's best for you!

E 2000 - a range of strong and dependable special purpose trucks.

B 1600/1800 - Lightweight haulage trucks for reliable trucking.
PARKWAY 26 - & E 1600 (12 STR Coach)

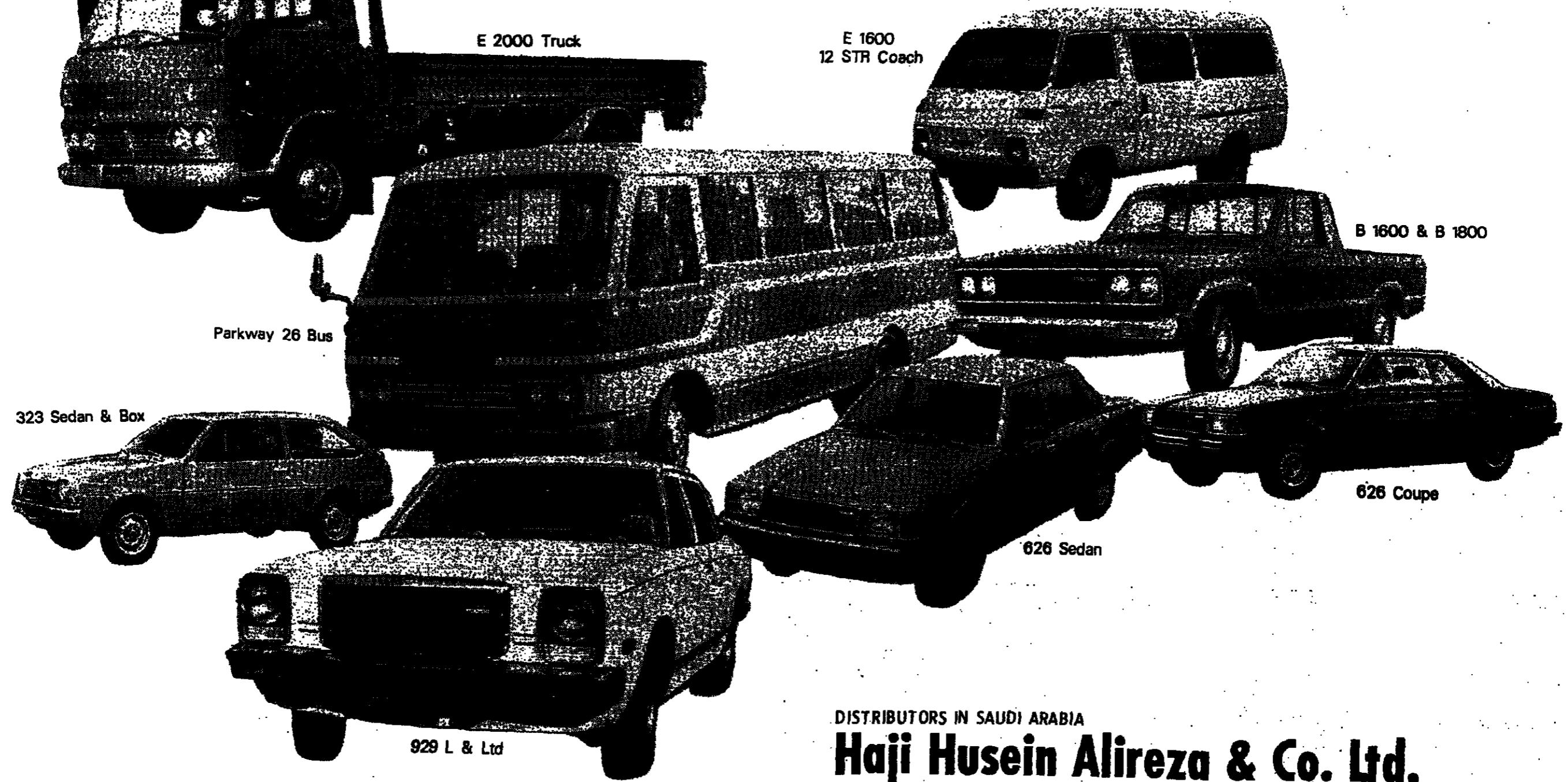
the light bus for comfortable travel.

929 L the best in MAZDA elegance and luxury.

626 the exciting new MAZDA Sedan :

1600 c.c. and 1800 c.c. 2 door-4-door.

323 the economical and practical car for family riding.



DISTRIBUTORS IN SAUDI ARABIA

Haji Husein Alireza & Co. Ltd.

P.O. BOX 40 BAB MECCA, JEDDAH TELEX: 402221, HUSREZA S.J. TEL: 23509



PROVEN CAPABILITY + QUALITY + SAFETY + ECONOMY + SERVICE + SPARE PARTS AVAILABILITY = MERCEDES BENZ PASSENGER CARS & COMMERCIAL VEHICLES

→ Nationwide service and repair capability which is available at all remote locations within the Kingdom and at Juffali-operated workshops in the cities of Jeddah, Riyadh and Dammam.

"S" Class	"T" Range	"W 123" Range
280 S	ideal for business	200
280 SEL	transport & families	230
350 SEL	230 T	250
450 SEL	250 T	280
450 SEL 6.9	280 TE	280 E



→ Nationwide spare parts availability and coverage through Juffali-operated Branches in Jeddah, Riyadh, Dammam, Khamis Mushait and Jubail and supported by our Central Spare Parts Organization in Jeddah which is currently carrying an inventory of more than 140,000 different Mercedes-Benz spare parts items representing approx. 95% availability.

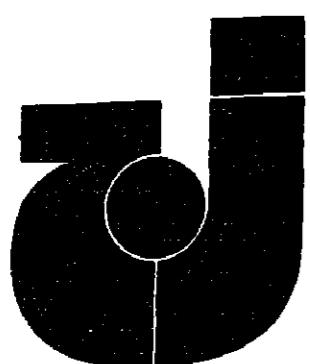


Mercedes-Benz Dump Truck
Type 2624
Capacity : 16 CM

Mercedes-Benz truck-tractor
with semi-trailer.
Type : 1924
Carrying Capacity : 40 Tons

Mercedes-Benz Dump Truck
Type : 1924 Capacity : 8 CM

→ The availability of service and parts in almost any region within the Kingdom ensures the optimum utilisation of your vehicles and reduces down time to absolute minimum.



E.A. Juffali & Bros.

JEDDAH

22222

RIYADH

22322

DAMMAM

23333

JUBAIL

51300 Ext 57



Mercedes-Benz Tanker
Type : 1924



Juffali reduces waiting time for Mercedes cars

By Farouk Luqman

While the Juffali Group is one of the largest companies in Saudi Arabia and has a host of internationally known agencies, they are most "popularly" known for being the agents of Mercedes vehicles in this country.

Mercedes cars and trucks are perhaps the most prestigious names in the motor trade in these parts of the world despite their relatively high cost. A Mercedes saloon car is a successful man's dream while a truck is the aspiration of every self-employed trucker in the country.

But despite this popularity, Mercedes saloon car sales account for only a small percentage of the Saudi market somewhere near the two per cent mark. The reasons are many.

Mercedes saloon cars cost twice as much as some other cars while a truck is only for those who can afford the best. Another reason is that Mercedes-Benz of Germany does not believe in swamping the market with its products. At one time the waiting period for a car or a truck in Jeddah used to exceed ten months to a year. It is much less now because the demand for all vehicles in the country has tapered off. But there is still a waiting period for most models, according to Ali Abdul Fattah, marketing manager for Mercedes-Benz vehicles.

Still, the success of Mercedes vehicles here has been more than satisfactory to the agents. There are today between 35,000 and 40,000 vehicles on the roads backed up by an excellent after sales and spares service.

Ali Abdul Fattah said that the company got the agency in 1960 but sales picked up in 1972 when the company sold 1,300 trucks of the most popular models, the 1924 and the 2624.

During the peak year of 1976 the company sold 12,000 trucks at the rate of nearly 40 a day.

This figure has given the company 88 per cent of the truck market in Saudi Arabia according to Ali Abdul Fattah.

When asked to comment on the high cost of repairs at Mercedes garage Ali said that the company always provided the best service by the experts. In fact Juffali has a school for apprentices which offers 4 year course in all aspects of car maintenance. Some of the more promising students are sent over to Germany for higher education at company expense. The company has at any given time nearly 2,000 personnel in the country.

Within the range of Mercedes saloon cars, the cheapest is the Mercedes 200 which is priced at SR 40,000. The most expensive is the Mercedes 600 which, with all the options imaginable, reaches SR 400,000. Of these, the company receives a quota of twelve a year. They are all entirely hand made, Ali said and are sold out. "We could sell more of them if we can get more than the quota allotted to us," he said.

Other models are: 230 and 230 C at SR. 44,000; 250 at SR. 50,000; 280 S at SR. 60,000 to SR. 75,000; 450 SEL SR. 92,000 to SR. 95,000; 450 SEL 6.9 at SR. 130,000 to SR. 170,000; 230 T which has five doors at SR. 49,000; 250 T, six cylinders at SR. 55,000; 280 TE at SR. 62,000.

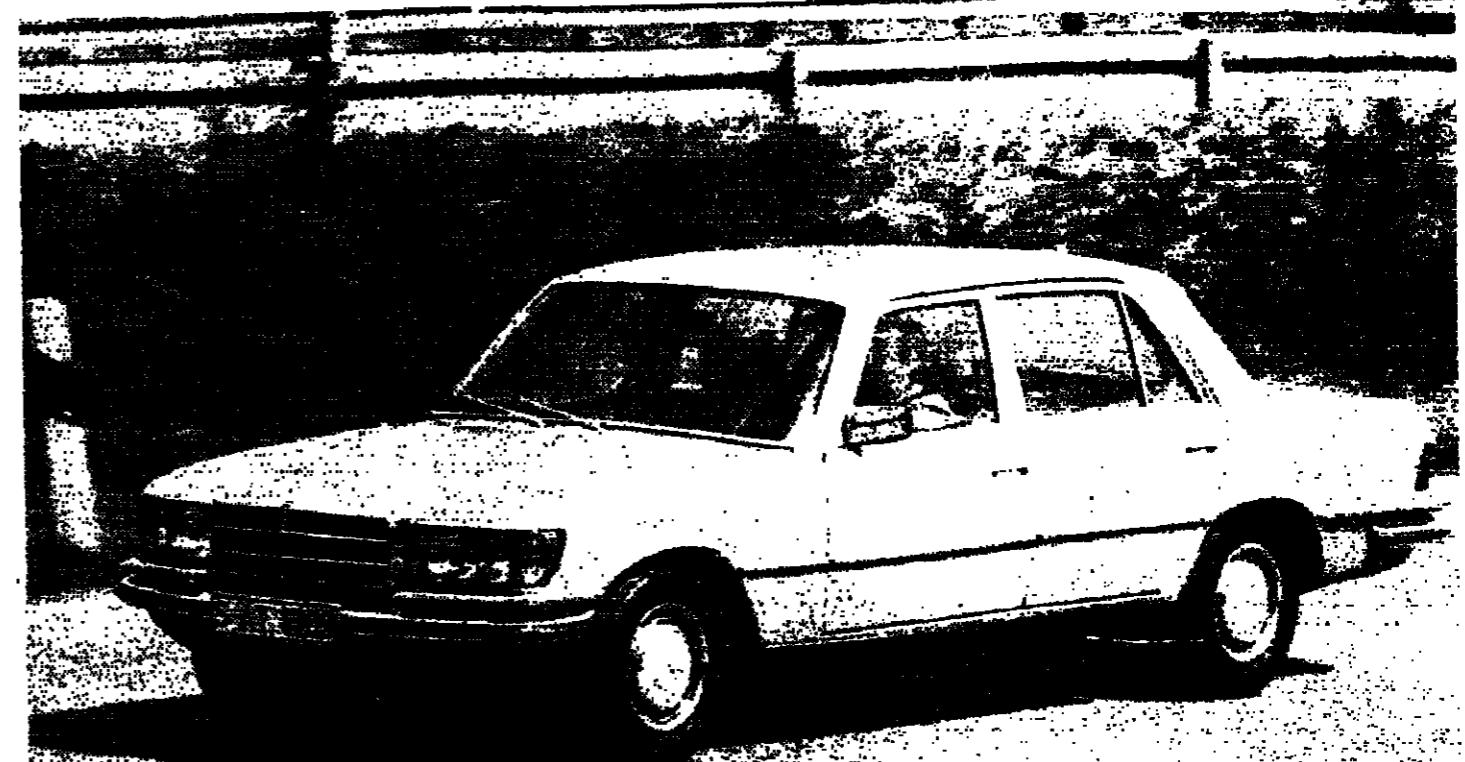
The Juffali Group is a major shareholder in the National Automobile Industry, a joint venture with Daimler-Benz for the assembly of commercial vehicles in Saudi Arabia. It is the first undertaking of its kind in the country, and is intended to ensure the future supply of commercial vehicles of all kinds in the face of ever growing demand from the road haulage and construction industries. The plant is located in Jeddah and is designed to produce in the initial phase up to 6,000 units a year on a single shift basis.



Sheikh Ali Abdul Fattah



Models 200 D to 280 E represent the MB concept of the upper-medium category — they are compact, easy to handle and comfortable.



The Mercedes-Benz 450SEL 6.9 is the top model of the S-Class which comprises eight models.



Mercedes trucks assembled in Saudi Arabia



Equally suitable for both professional and recreational purpose — the newly developed, five-door T range models 240 TD, 300 TD, 230 T, 250 T and 280 TE from Daimler-Benz.

NOW IN JEDDAH AIDCO

Depend on us
for your
PROTO TOOL
Requirements



Do we have tools!

Our service and PROTO Professional Tools is a hard combination to beat. We have individual tools, sets and master sets for production, maintenance and construction. Complete stocks at all times. PROTO Professional Tools are

proven performers and long time favorites in industry. Our complete stocks and dependable service puts your PROTO hand tool requirements as close as your phone. Do we have tools! Give us a call and see for yourself.

PROTO... a division of  Ingersoll-Rand.

ARABIAN DEVELOPMENT CO. (AIDCO)
TOOL & EQUIPMENT DIVISION

CR 2046

AL KHOBAR

P.O. BOX 246
TEL. 41623

RIYADH

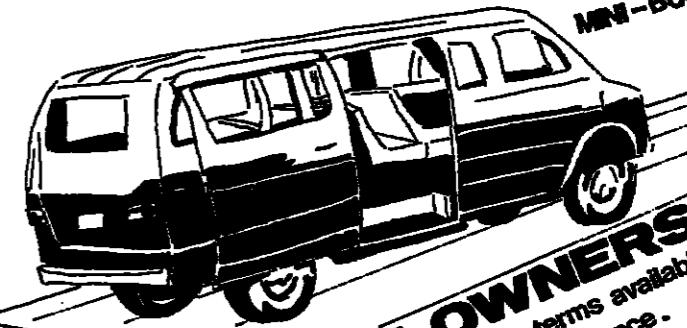
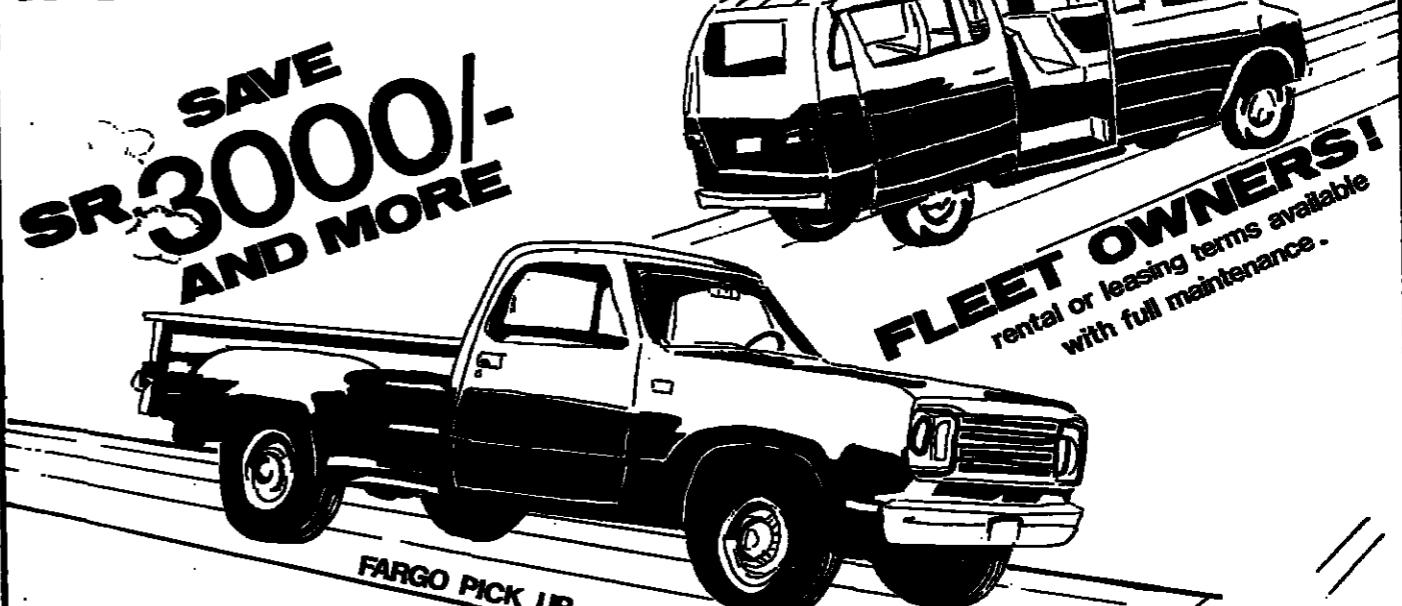
P.O. BOX 4414
TEL. 62273

JEDDAH

P.O. BOX 6176
TEL. 50769

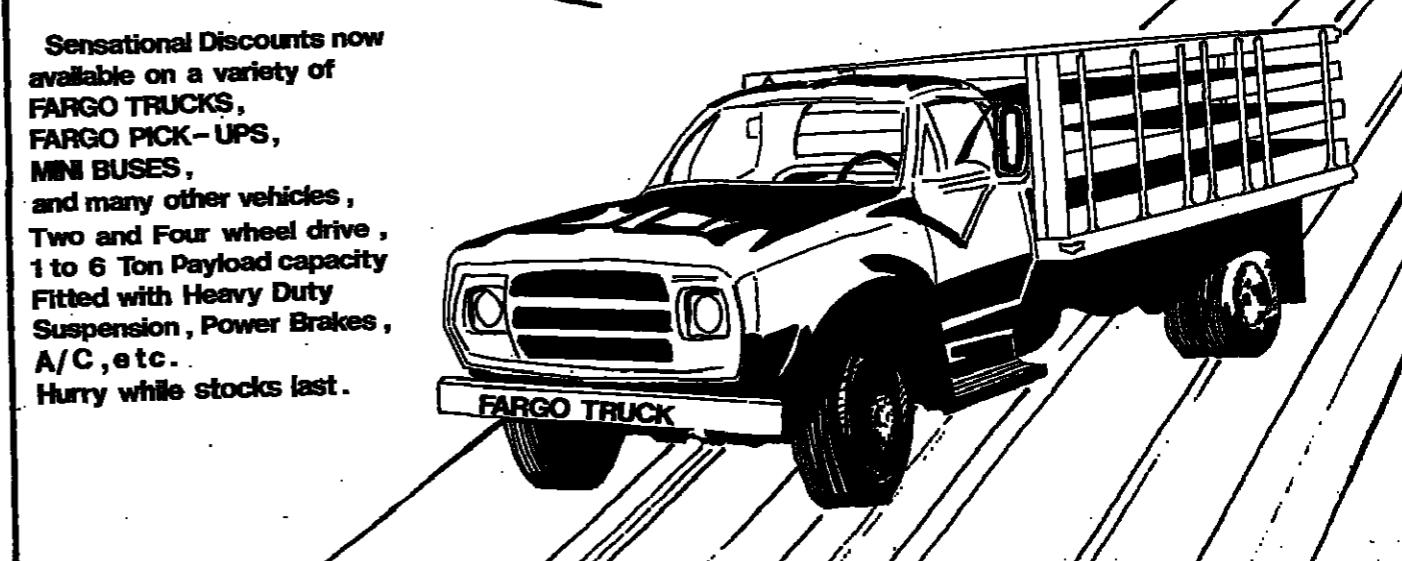
GET MORE VALUE FOR YOUR MONEY AT GCC!

SAVE
**SR 3000/-
AND MORE**



FLEET OWNERS!
rental or leasing terms available
with full maintenance.

Sensational Discounts now
available on a variety of
FARGO TRUCKS,
FARGO PICK-UPS,
MINI BUSES,
and many other vehicles,
Two and Four wheel drive,
1 to 6 Ton Payload capacity
Fitted with Heavy Duty
Suspension, Power Brakes,
A/C, etc..
Hurry while stocks last.



Fargo

KOLAYAN
GCC

Chrysler Division
16th and Bander Street

AL KHOBAR
Tel: 42733



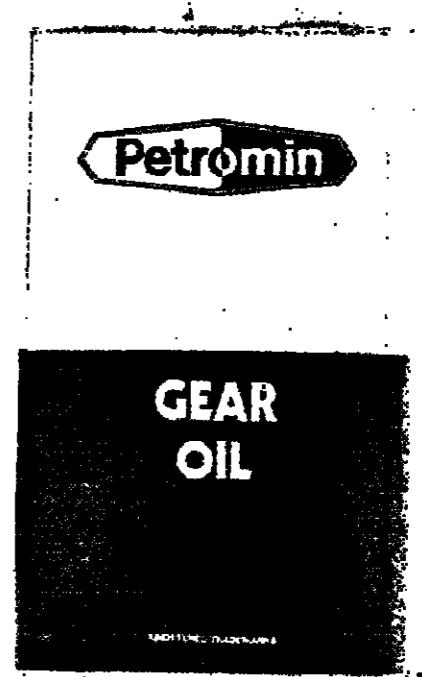
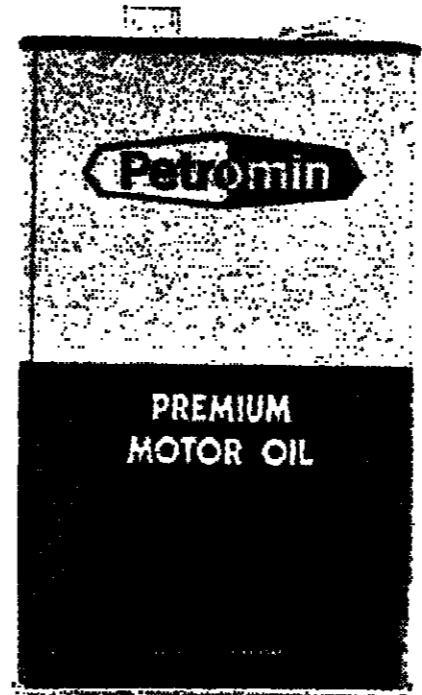
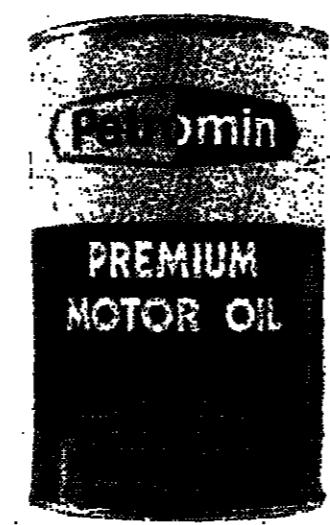
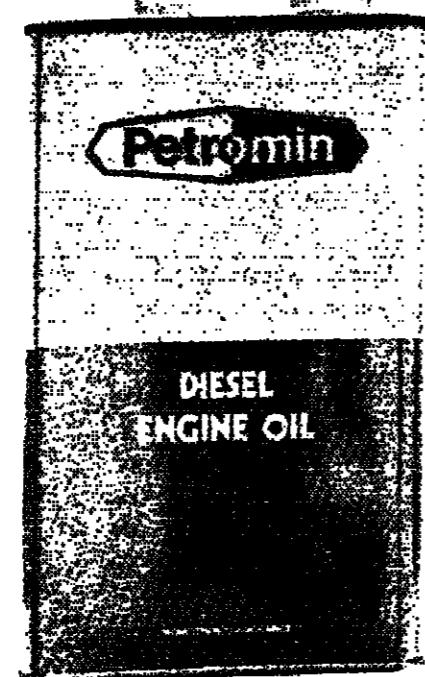
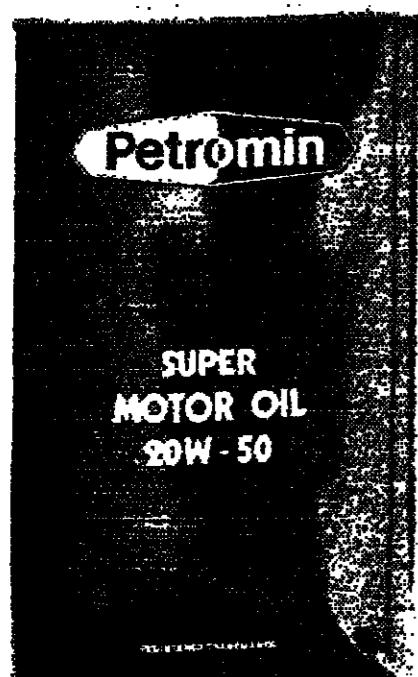
Always use



lubricants for top class performance



بترomin



Renault ideal for Jeddah streets

By a Staff Reporter

They say that French cars are built for French roads, rather than vice-versa. They are designed to withstand the bumps, with suspension and road-holding geared to cobblestones and the Alps. So they should be ideal for potholed Jeddah.

United Brothers has been the Renault agent in Jeddah for about a year, and the company is pleased with its progress. Muhammad Al-Khureiji, one of the three brothers and a father in the company's title, says that with 80 per cent of sales targets met each month, United Brothers is "doing very well."

The company, though, is not going all out for sales. Khureiji maintains that the old days when drivers expected a car to last no longer than a couple of years in the climate and on the roads are going. People are now going more for quality, and purchasing habits are changing accordingly.

People are starting to want quality, he says, and United Brothers is trying to catch that movement. The firm is holding back on its sales drive until a comprehensive back-up service can be established. It plans to set up a full-scale workshop to give the kind of attention it sees people starting to demand. No site has yet been found, but much of the material has been ordered and mechanics from France, the Philippines and the Renault plant in Turkey will be coming out to get the system under way.

Until then Khureiji says that United Brothers wants to keep sales at a manageable level. They are "not interested in pushing sales, but in pushing the idea of a quality car, and regaining the image of Renault in Saudi Arabia." He says the back-up and after-sales service is fairly advanced now; although there is no facility for panel-beating, anything but a



Renault

big problem can be sorted out in the existing workshops in a couple of days at the maximum. There are 15 mechanics at United Brothers now, with a stock of spare parts the extent of which might be best judged by the company's having sold parts to Turkish pilgrims who had driven down in Renaults for the last Hajj. Khureiji says that the firm tries to keep the cost of coming back for repairs to 25 per cent below the charges of any competitor. United Brothers' labor charges are SR40 per hour, as compared with an average Khureiji estimates for Jeddah at SR80 per hour.

As the company concentrates on building up a solid foundation for future expansion, it does not budget for

made. Whether or not credit is given and how much is given apparently depends on the purchaser, but the maximum allowed is four months.

Most customers tend, Khureiji says, to be middle-aged Saudis or foreigners. The more popular models are the Renault 30TS, the Renault 5GTL and the Renault 12TS, but Khureiji has great hopes for the Renault 18, the new saloon model with a 1647 cubic centimeter engine and five forward gears, which will be available at the end of February for approximately SR 24,800.

United Brothers only deals in cars, apart from the box-shaped Renault 4 van. The Renault trucks, Savier-Berliet, are handled in the Kingdom by another agent. Although there is some family background in car dealing — the father and an uncle used to be agents for the West German NSU and the now defunct British Armstrong-Siddeley — the family is new to it as a full-time occupation.

Their only offices are in Jeddah, but this year they hope to open branches, again with comcomitant workshops, in Riyadh and Damman.

When the expansion does come, there is significant backing from Renault in France. At one level it consists of regular technical reports on, say, mechanical or sales problems in countries with similar climates; on another on a remarkable record of success by Renault elsewhere. The past year has seen several rally successes by Renault teams, stimulating interest in the make, and car sales are consistently high.

In keeping with the aim of modest preliminary growth, United Brothers has a limited stock of models. It takes about three months from placing an order for the car one wants to arrive from France, where all United Brothers' cars are

inconsiderable slice of that notoriously resilient market.

There are 11 basic models of which United Brothers sells eight. The smallest, the Renault 5GTL, with a manual gearbox, sells for SR16,200. It is a hatchback, with front-wheel drive and a 1289 cubic centimeter engine that promises 120 kilometers per hour.

The Renault 12 also has front-wheel drive. The TL version, with a 1289 cubic centimeter engine and manual gearshift sells for SR17,300; the TS, more sports-car-like, has a twin-choke carburetor. It goes for SR18,400. The estate model, again manual, costs SR19,500.

For four-wheel drive, there is the Renault 17TS Manual too, it sells for SR25,100. Convertible or coupe, it has a 1647 cubic centimeter engine and swep-back lines that manage to avoid looking flashy.

The Renault 20TS manual retails at SR27,500. With a two-liter engine, the company claims a maximum speed of 170 kilometers per hour and a standing kilometer of 34.2 seconds. Power-assisted steering gives one the same chance as an experienced and enterprising Saudi taxi-driver at weaving in and out of lanes.

The flagship of the fleet is the Renault 30TS. At SR30,000 for one with a manual shift and SR31,100 for automatic, it has front-wheel drive and a V6 engine. With a hatchback, as a fifth door, the space in the trunk can expand from a normal 14 cubic feet to 42.5 cubic feet by removing the back seat entirely.

The United Brothers showroom is on the outgoing Medina Road, just after the traffic lights at the junction with Sharafia and the fountain.

Hino's KB truck most popular

By a Staff Reporter

Sheikh Ahmad Jamjoom allows that it is hard to judge exactly, but he estimates that the Hino trucks he sells are number two in the Saudi market. At an educated guess, they hold some 20 per cent of the truck market, having sold 600 vehicles in 1977 to 1978.

Jamjoom Vehicles and Equipment was established in 1959. In 1973 the company started to handle Hino in the Kingdom, and it also deals in heavy equipment such as Sakai rollers, Venati excavators and shovels, Cofran oil and Dynapower generators, concrete pumps and compressors. Until a reorganization to allow room for expansion last year the Kingdom's Peugeot agency was also associated with the company, but that is now quite separate.

The most popular model in the Hino fleet used to be the KB truck. Selling at around SR95,000, depending on currency exchange rates, its customers were largely owner-drivers. But now companies have taken over as the big buyers, and the KY at about SR10,000 and ZY at some SR165,000, both diesel-engined, are more in demand.

Sheikh Ahmad says that he has had good feedback from customers on the performance of his trucks under the Kingdom's difficult conditions. The factory in Japan has also put itself out to help: on all three models such improvements and modifications have been made as fitting bigger tires, spoke-wheels and a bigger engine and creating more loading capacity.

They have diverse uses. Both the ZY and KY can have mounted body types to turn a bare chassis into a tanker, a cargo truck with a flat top, a concrete mixer, a tanker, a cargo crane, a garbage truck or a fire engine. At SR146,000 the HY 200, a diesel tractor, is also available.



Sheikh Ahmed Salih Jamjoom

over one aspect of Hino's success in the Kingdom. An assembly plant for Hino KY, ZY and HY trucks being built in Jeddah's industrial area should be finished in a few months. But the opening has been delayed at least until the next state budget in June.

Sheikh Ahmad explains that he would have to sell a minimum 1,200 a year to be able to start production. He is now moving less than half that figure of imported trucks.

Jamjoom keeps some 100 trucks permanently in stock. The company also takes no little pride in its after-sales services. There is always between six and eight months' supply of spares to hand, and the Jeddah base and Riyadh and Damman branches have their own workshops; there are 35 mechanics, overseen by three Japanese from the Hino factory who move around the country as required. Sheikh Ahmad says it appeals to customers that his firm is encouraging local workshops to handle Hino repairs and thus make it easy for clients to find service anywhere across the country.

The Little thing for big jobs

Please do not be deceived by its sleek and beautiful looks. These vehicles are made with your needs in mind. They are strong, economical and technically advanced. They can take more load than any vehicle in that range. It can haul your loads most economically and also carry you comfortably. Above all they last longer even on the roughest and uneven roads. There are many models and colors choose one to your needs and liking.

SUZUKI

POWER HOUSE ON WHEELS

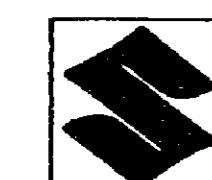
Here is a jeep you have been longing for: Powerful, light, and noiseless. Comfortable, speedy but sturdy on ordinary or secondary roads. Body is strong and protected against corrosion.

Tires are of longer diameter. The compact and lightweight engine is a powerhouse for the 4 wheel drive - LJ 80/LJ 80 V.

There is a variety too. Full body, open-top or canvas top.

Regarding economy there is no competition.

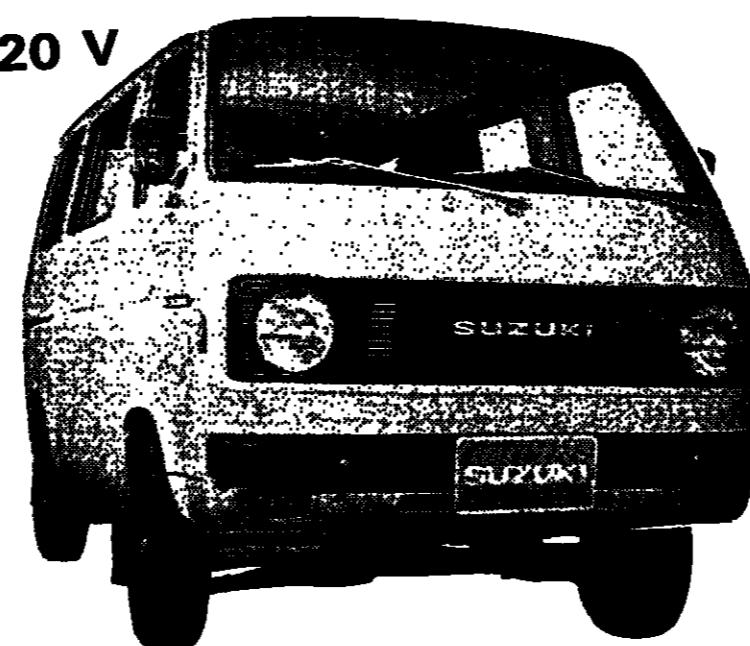
TAKE A RIDE TODAY.



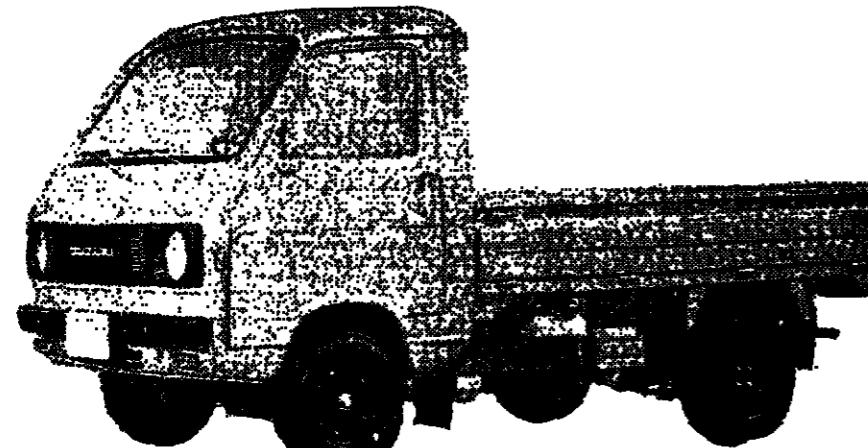
SUZUKI SAUDIA

TEL. JEDDAH, 33016 RYADH, 20633 MADINA, 21856 TAIF, 21478

ST 20 V



ST 20 K



LJ 80 V



LJ 80

Arab Transport Company:

By a Staff Reporter

Unique service to travelers

Longdistance motor buses have been a peculiar feature of the Middle East for some time. With rail services inadequate in all countries except Egypt and air travel generally beyond the common purse, for many Middle Easterners the long distance coach is the only ticket to mobility.

In Iran, the highways are crammed with sleek air-conditioned buses, and competition between bus companies on the busy routes from Tehran to Isfahan or from the capital to Tabriz and on to Europe is cut-throat.

In Syria, Lebanon and Jordan where distances are considerably shorter a great deal of the inter-city travelling is done by shared taxi.

In Saudi Arabia, shared taxis are common for shorter journeys though most Saudis prefer to take advantage of subsidized fares and travel by air. However, there is one cross-country bus company operating in the Western Province and it plans to expand.

The Arab Transport Company was formed in August 1975 and now operates between Jeddah and Mecca, Jeddah and Medina and between the two holy cities.

There are long-term schemes to include Yanbu, Al-Qasim and Riyadh and ultimately to join the Gulf and the Red Sea coasts in one service. Plans to extend the Western Province route to the south of the Kingdom are still at an early stage, but ATC is actively examining a service northwards from Medina and on to Amman.

The headquarters of the company is on Airport Road in Jeddah. There is a terminal office in Mecca and two branch offices to handle extra passenger traffic, one next to the Haram in Ajyad and the other on a parking lot in Al-Hazmaya. The Medina office is on Airport Road.

The company plans to lure passengers from the taxi services presently operating between these towns, by offering greater



safety on an often dangerous route, and a comfortable passage.

The backbone of the company's fleet is 17 large, air-conditioned buses manufactured by the Japanese company HINO. As is the custom in the Japanese auto industry, HINO made a special study of conditions in the Western Province, through their agents in Jeddah, Jamm Equipment and Machinery.

HINO's engineers have produced specifications which ATC claims are ideally suited to cross-country travel in the Kingdom. Tough and big-engined, the buses are designed for safety with a speed cut-off at 90 kilometers per hour. In addition, company mechanics are bound thoroughly to check the engines every morning before the buses roll. Wheels are changed after a specific mileage, rather than when they begin to show wear and tear.

ATC is not attempting to compete with air transport. But the buses leave punctually, even if there is only one passenger aboard, a considerable advantage over taxis which generally must wait until they are filled. Again each full bus is equi-

valent to ten full taxis in passenger complement, relieving strain on the highways and on the outer cities where so many of the most grisly accidents occur. ATC believes that the present state of intercity travel is abnormal, and that the distances are too great and the risks too varied for small private taxi operators to offer a good and safe service.

The company draws up a passenger list for every trip, indicating the nationality of every passenger. It accepts no passenger of unknown nationality and has assisted the National Security Department on several occasions, most recently in the arrest of a group of prisoners, who broke out of jail after killing their guards.

The company has also been of use to public officials, especially during the pilgrimage season. The Ministry of Information, faced with a large number of guests for the Hajj and a shortage of limousines successfully addressed itself to ATC.

The company also ensures an efficient parcel service between its various offices.

By a Staff Reporter

Honda: What the customer wants

Abdullah Hashim, established, which imports and sells Honda vehicles in the Kingdom, was late into the market. It only started as a dealer in early 1974, and faced tough competition from more established agents. But the company is pleased with its success, pointing to a growth rate of almost 50 per cent a year since then.

The firm's general manager of sales, Minhaj Ali Khan, says that there is a definite slice of the action that belongs to Honda. People come to him who definitely want to buy a Honda, as opposed to the sort of vaguer desire perhaps more common in customers for the more crowded 1800 to 2000 cubic centimeter range of vehicles.

The Civic, he says, is ideal for the sort of traffic encountered in the big cities of the Kingdom, easy to park and small and maneuverable in congested streets. It is available in a three-door hatchback version, at around SR15,000, and a five-door hatchback at approximately SR15,500. A 1238 cubic centimeter engine gives a high degree of fuel economy, although that is a consideration purchasers in Saudi Arabia probably take into little account. In 1974 it was the first car of a comparable size to introduce air-conditioning.

Ali Khan sees another good selling point in Honda specifications being closer to the typically European than to the typically Japanese. They have front-wheel drive, independent suspension and rack and pinion steering. As a consequence, he says, his customers are possibly the more discerning and more aware of indication of quality in a car.

There are apparently two main groups of people interested in the Civic. A growing market is made up of people who want a second car, for use only in cities. Expatriates, too, are important, both because of a good resale value at the end of a contract and because Honda successes in Europe and the United States have given it a good name among people from there, creating a snowball effect.

Ali Khan says the car market in Saudi Arabia is stabilizing. Until now it has been all the province of the seller, but



Sheikh Abdullah Hashim

the customer is now becoming more demanding, and services are becoming a major part of the business. He approves of the trend, and believes Abdullah Hashim is in a good position to succeed in that sort of atmosphere.

He says that his company has always adopted a more personal touch, partly to make up for the narrow range of models sold. The firm concentrates on identifying what the customer wants, and then fulfilling that need. The purchaser picks out the exact vehicle he wants, and must then wait for Abdullah Hashim to do a comprehensive pre-delivery inspection and wash, clean and service it. To keep the warranty valid thereafter, the customer must bring it back for a 1,000 kilometer check, which is carried out free of charge.

Service after that point is no less important. Abdullah Hashim has 100 mechanics in its Jeddah workshop, 25 of whom are staff trained either in Japan or at the Honda facility in Lebanon. Honda also sends instructors from Japan at periodic intervals to train others in workshops in the Kingdom.

Abdullah Hashim has sold Hondas in bulk to several large companies, among them the big contractors working in Jeddah, Armaska and Bouygues. The company has a scheme under which such firms can have their own mechanics trained to service and repair Hondas. At the same time it sometimes sends its own staff to

autumn the price of Hondas in the Kingdom rose to 30 per cent above the price at the beginning of the year, and that without any rise in prices charged by the factory. But more stability now does not mean that there was no effect on the business as a whole. For Honda, specifications make its prices anyhow higher than its competitors by size.

The five-door Civic apparently shares the crown of popularity in the Honda range among the Kingdom's car consumers with the four-door Accord. Retailing at around SR20,000, it is a family sedan with an in-line 1600 cubic centimeter engine. Its lines are more smooth than those of many Japanese cars, and there are such nice touches as illuminated door ashtrays, magazine holders on the backs of the front seats and a vanity mirror behind the sun visor. A three-door hatchback version sells for approximately SR19,500.

The tiny Honda pick-up that chugs its 545 cubic centimeter way around Saudi towns laden with goods, goats or children, the Honda Acty, is also popular. At around SR9,000, the manufacturer claims a top speed of 100 kph and a load capacity of 600 kilograms.

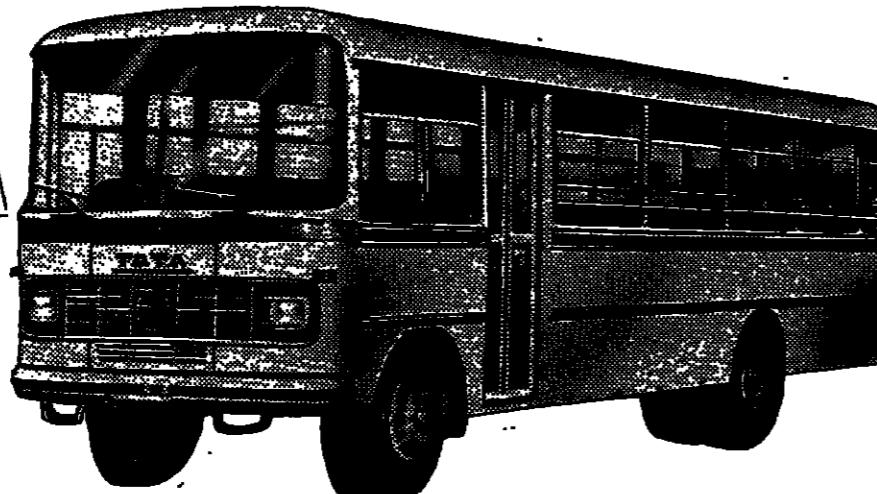
Abdullah Hashim also offers Honda motorbikes. Ali Khan sees the demand for them as slowly changing from demand for transport alone to an interest in leisure machines. The top of the range must be the Gold Wing. A 1000 cubic centimeter machine designed for touring, it sells for around SR14,000. For about SR4,000, the CR250R is a motorcross bike; 247 cubic centimeters produce 37 horse power.

Abdullah Hashim is planning future expansion, to follow the thrust of development with in Saudi Arabia, going into smaller towns.

In Riyadh the main branch is on the Kharj road, with a showroom opposite Citibank and near Juffail's. The main Eastern Province branch is on the Al-Khobar to Dammam road, with showrooms in both towns. It is planned that the Jeddah office and its nearby showrooms, opposite the Sudanese embassy on Mina Road, will move within the year to a less congested area (TS).

SAUDI TECHNICAL SERVICES & TRADING

puts two giant names on the Arabian roads.



There's one for practically every kind of operation, light and heavy-duty trucks and buses from 5 tonnes to 120 tonnes.

Tata trucks come in the range of

5 to 12 tonnes—carrying a record of proven performance in 30 countries. The manufacture of these vehicles was initiated in 1954 under collaboration with Daimler-Benz of West Germany.

For 75 years, Mack trucks have been known all over for being tough, rugged and durable. Whatever the operation, you can get a Mack truck custom-built to meet your specific requirements of engine, gear box and axle. These vehicles of international repute are backed by easy availability of spares, effective after-sales service by trained technicians.

Saudi Technical Services & Trading

Commercial Vehicle Division

P. O. Box 1716 Jeddah, Tel: 23154
Telex: 401214 EMAM SJ
WORKSHOP KILO 8-MEDINA ROAD
NEXT TO KODAK STUDIO SAMIR

P. O. Box 1430 WORKSHOP KILO 4,
Tel: 47458 Telex: 671201 AGHTAN SJ
AL-KHOBAR-DAMMAM MIDDLE ROAD
AL-KHOBAR Saudi Arabia.

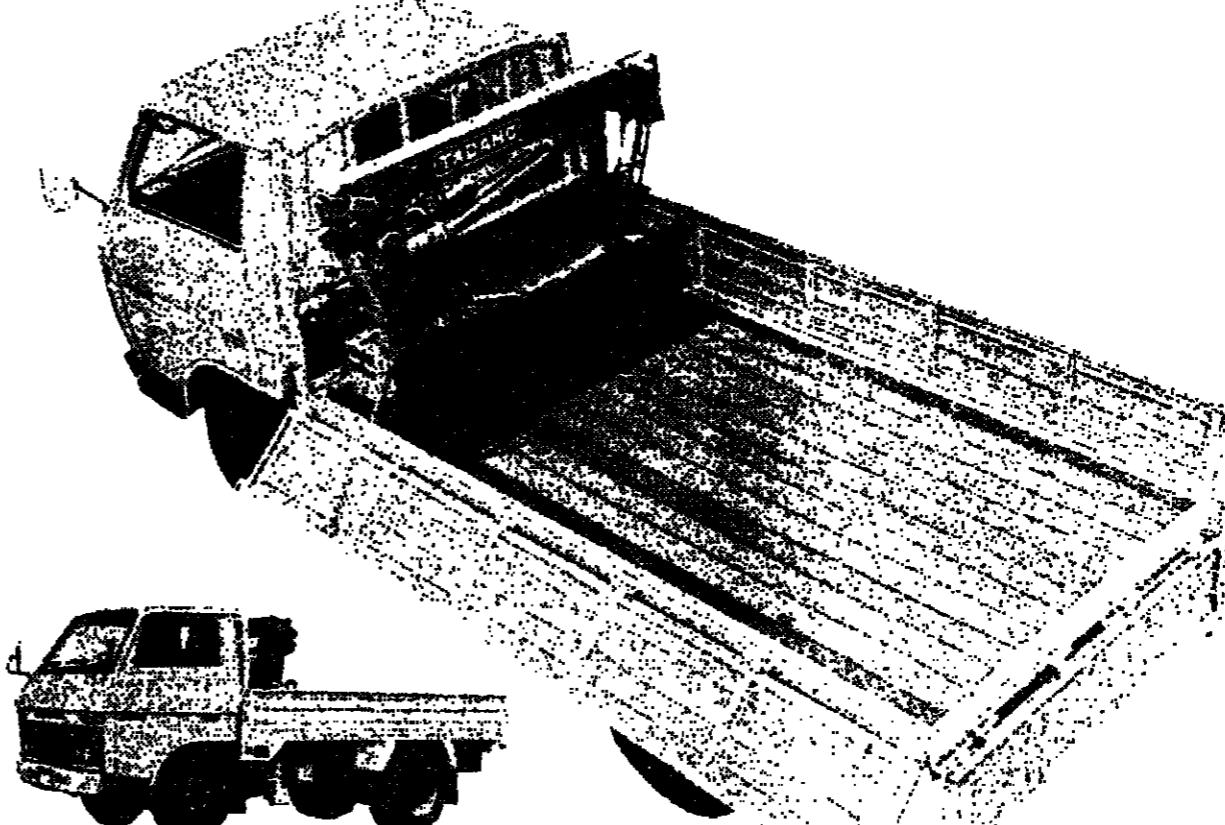


DAIHATSU



TADANO

DAIHATSU DELTA CRANE TRUCKS - the tough, reliable load carrier.



Dependable Daihatsu Delta Crane Trucks mounted with reliable Tadano cranes are ideal medium duty crane-trucks for maximizing profits and performance.

Agents for the Kingdom of Saudi Arabia

H H HAMAD ALNASER ALHATLANI & BROS.

JEDDAH, MECCA ROAD, KILO 7, TEL: 71756-71765,
RIYADH, AL HATLANI BUILDING, OPPOSITE FOOTBALL STADIUM, TEL: 68924

HONDA

for People of Class

For people of class and who care the emphasis is on safety and quality. HONDA has been dedicated to superior engineering and quality products. Its no wonder that HONDA cars come with so many safety features like:

- Front wheel drive which gives good road-holding, good directional stability. Coupled with powerful lively engines with the extra bite for safe overtaking. Rack and pinion steering for accuracy and safety.
- Four wheel independent suspension for comfort, safety and stability.
- One of the most efficient airconditioning systems which will give maximum cooling efficiency in gruelling bumper to bumper city traffic without letting the engine overheat.
- The patented Hondamatic system for less fatigue and a safer drive.

We offer you a choice of two basic models. The Nimble HONDA CIVIC with the 1250 CC engine for the runabout in city traffic and to solve your parking problems or the luxurious HONDA ACCORD with the 1600 CC engine which gives you the comfort and the ride of a big car and matches Europe's best in engineering and safety.

We promise to give you a lot of car for your money backed with adequate supply of spare parts and factory trained Japanese service staff to look after your needs.

We sell quality with service for people of class.



**HONDA
ACCORD**
2 DOOR Hatchback

**HONDA
ACCORD**
4 DOOR SEDAN



**HONDA
CIVIC**
5DOOR



ABDULLAH HASHIM ESTABLISHMENTS

For further details contact: Head Office: JEDDAH, P.O.BOX:44, Phone: 32471,32065.
Branch Office: RIYADH, P.O.BOX: 314, Phone: 82980. DAMMAM, P.O.BOX: 307, Phone: 24230.